



Mother/Daughter Team Make Green Dream a Reality

The Team

Yin and yang – two opposing, yet complementary forces, creating the perfect whole. That’s how Tzeira and Miki Sofer describe themselves. They’re the mother/daughter team behind *Pomega5* – a California-based skin care company offering clean, “green” products made from cold-pressed, organic pomegranate seed oil.

Tzeira, who started the company at nearly 50 years old after raising her family, has always been a free-spirited visionary – an abstract, often times ungrounded dreamer. While Miki, the academic is more of a pragmatic idealist. While they may approach it from entirely different angles, Tzeira and Miki share a common commitment to the environment. Although always extremely close, like many mothers and daughters, they frequently encountered bumps in the road, particularly because they are so different by nature. Yet even through the more difficult adolescent years their bond helped them each grow.

“Since we are both night owls, there were many, many evenings that I’d be up at 2:00 am working on a paper for school and my mom would join me at the kitchen table,” said Miki. “She’d be dreaming up concepts on how to open wellness centers for women and I’d be writing a presentation on clean energy, yet we’d bounce ideas off each other until both our projects solidified because we are able to bring out the best in each other.”

Today Miki, who decided to join her mother’s business after graduating from Stanford, calls her mom her best friend. The pair realized that, although they may not always see the world through the same eyes, there is no one else with whom they would rather share the journey. In fact, it is precisely their differences that make them the ideal team. And today they share a common unbridled vision and passion to help make the world a little greener, a little healthier and all in all, a little bit better for women. On this journey, they’ve recently discovered that they balance each other perfectly in terms of business, most importantly because Miki is able to grab hold of Tzeira’s ideas and translate them into a reality. In fact, they joke that Miki is Tzeira’s interpreter.

Coming from often times opposite ends of the spectrum, Tzeira and Miki work together synergistically to bring the Pomega5 products and philosophy to life.

Meet Miki (23):

Miki was raised to look at the world holistically and has always been idealistic about the possibility of making the planet a little “greener.” She credits her mom with teaching her about the importance of health and nutrition and educating her about how to more naturally take care of her body and spirit. Upon graduating from Stanford she planned on entering the state department, but after working more closely with Tzeira on the Pomega5 business, she realized that you could actually create products that would directly change people’s lives in a positive way. Her interest shifted away from politics as she become more interested in wellness and fell in love with the energy and excitement of this start-up brand. Today she works side by side with Tzeira – focusing on marketing, strategy and the Internet - helping her mother’s (and now her own) dream become a reality.

- Marketing Director, Pomega5
- 2007 graduate of Stanford University with a B.A. in International Relations
- Founder and Managing Director of the non-profit *Energy Crossroads* (www.energycrossroads.org), a student-initiated organization that focuses on bringing together global energy experts to find solutions for a clean, prosperous, and secure energy future.

Meet Tzeira (52):

For as long as she can remember, Tzeira has had a strong interest in women's health, be it through educating women about nutrition and their bodies, or developing the "cleanest" skincare products possible. Because of this commitment to women's health, she was driven by a vision to create an authentic, holistic line based upon the potent benefits of the pomegranate. Working with leading doctors, scientists and experts in the wellness arena, she developed the Pomega5 line of skin care treatments inspired by ancient recipes yet supported by the latest scientific research. She credits Miki with being her first advocate.

"When Pomega5 was still just a seed of an idea, Miki and I would go for long walks in the woods and I would share my ideas with her," said Tzeira. "She was the first one who took my plans seriously and truly encouraged me to pursue my dreams."

- Founder, President and creative force behind Pomega5, Tzeira is an entrepreneur and visionary.
- Organizer of Women's Wellness Centers in Israel, which she started to help educate women to better care for their bodies.
- Practitioner in healing arts and an expert on women's health and wellness.

The Brand – Pomega5

Pomega LLC, which was founded and based in Marin County, California, offers the first complete line of therapeutic skin care and nutritional supplements made with organic, cold-pressed ultra-premium pomegranate seed oil from the Mediterranean. Products are available at select health/wellness stores nationwide including *Elephant Pharmacy* and select *Whole Foods* and at www.pomega5.com