



New! Pomega5 Revitalizing Essential Moisture and Revitalizing Nourishing Toner

Pure Plant-Based Products to Naturally Replenish, Revive and Restore Skin To Its Healthiest State

Pomega5, which has achieved cult status on the west coast with its therapeutic **Pomega5 Healing Cream**, launches two new luxurious treatments developed especially for facial skin. By bringing the same pure, organic and biodynamic ingredients **Pomega5** is known for to a beauty line that is delicate in both scent and texture, yet delivers powerful skin rejuvenating benefits, **Revitalizing Essential Moisture** and **Revitalizing Nourishing Toner** make skin therapy a little less, well, therapeutic and a lot more indulgent.

Once again capturing the miracle of the pomegranate, the **Revitalizing** formulas were created to hydrate, protect and of course, revitalize – giving skin a natural, healthy boost. Containing the purest organic and biodynamic ingredients sourced from traditional cultures across the globe, the formulas are packed with essential oils, fatty acids, vitamins, and anti-oxidants, yet free of chemical-fillers, parabens and artificial preservatives. Skin feels quenched and refreshed. Looks smoother, more radiant and healthier.

Revitalizing Essential Moisture: This pure plant-based moisturizer replenishes skin, revitalizing it at the cellular level, while protecting it against environmental damage. The high potency blend of essential fatty acids and 100% pure organic healing oils, absorbs easily and completely into skin leaving it supple, smooth and rejuvenated. Equilibrium is restored so skin feels fresh and healthy. And **Revitalizing Essential Moisture's** lightweight texture makes it perfect for daytime use.

Key ingredients:

- **POMEGRANATE SEED OIL:** The star ingredient in all **Pomega5** products. Pomegranate seed oil, which contains punical acid, an Omega-5 fatty acid and rare plant based source of CLA, is a potent, *natural* powerful anti-oxidant -- fighting free radicals that damage and age skin cells. This natural ingredient has a long tradition of use as a treatment for dry, irritated or fragile skin.
- **ARGAN OIL:** Naturally harvested from the Moroccan Argan Tree, this amber-hued oil is rich in linoleic acid, anti-oxidants, anti-inflammatories and vitamin E. It nourishes, softens, and renews skin's elasticity.
- **HORSETAIL:** This herb, naturally rich in minerals such as silica, firms and strengthens connective tissue and stimulates new cell formation for a healthy, more youthful complexion.
- **OLIVE OIL BASED EMULSIFIER SYSTEM:** This rich oil is obtained from ripe olives around the Mediterranean Sea. It is a natural emulsifier and moisturizer -- enhancing the products stability. Skin is nourished, smoothed and comforted.

Revitalizing Essential Moisture comes in a state-of-the-art airless pump bottle to keep air out – preventing oxidation that can shorten the shelf life of a product. And with each pump of the bottle, you get the perfect measured dose. No waste or overuse – just the right amount every time.

Revitalizing Nourishing Toner: This natural, alcohol-free spray tonic is packed with beneficial fatty acids and essential oils to help balance and revive skin. It not only tones, but also provides lightweight nourishing moisture while restoring skin's healthy pH. The result: skin is repaired and toned -- left feeling calmed, balanced and hydrated. And the signature **Pomega5** scent is upliftingly fresh and delicate.

Key ingredients:

- **POMEGRANATE SEED OIL:** To fight free-radicals and repair damaged skin.
- **ROSEWATER AND CORNFLOWER:** These gentle astringents help balance pH levels and tone and tighten pores, while nourishing the skin and calming inflammation.
- **CUCUMBER and MALLOW FLOWER:** These natural botanicals contain moisture binding and regulating properties and antioxidants to help balance the skin.
- **ARNICA OIL:** The natural oil of the arnica plant calms and soothes over-stimulated skin leaving it soft, smooth and relieved.

Revitalizing Nourishing Toner can be used under moisturizer as a traditional toner, or misted on alone for a light veil of nourishing moisture.

Like all **Pomega5** products, **Pomega5 Revitalizing Essential Moisture** and **Revitalizing Nourishing Toner** are 100% pure and natural. **Essential Moisture** is minimum 90% organic/biodynamic and **Nourishing Toner** is minimum 98% organic/biodynamic. They contain no phalates, petro-chemicals, synthetic colors, fillers or fragrance. They are paraben and preservative free and undergo the strictest testing for purity and stability. **Pomega5's** proprietary plant-based preservative system naturally keeps products fresh and stable. The **Revitalizing** products are suitable for all skin types, even the most sensitive. Use both products day and night for smooth, revitalized skin.

Suggested retail price:	Revitalizing Essential Moisture	\$48.00 for 50 ml
	Revitalizing Nourishing Toner	\$36.00 for 100 ml

On-Shelf: February 2008

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. The **Pomega5** skin treatments are all-natural, preservative-free, dermatologist tested and contain no synthetics or fillers. Working with doctors and experts on healing plants, founder Tzeira Sofer developed **Pomega5** based on ancient recipes and supported by the latest scientific research, to help people achieve healthier skin and a healthier body. Products are available at select health/wellness stores nationwide including *Elephant Pharmacy* and select *Whole Foods* and at www.pomega5.com

For more information, contact Mimi Field at mimifield@pomega5.com or 925-373-6717.