



**POMEGA5 Introduces Three Skincare Products for “Teens Turning Green”
-- A New Pure, Organic Line Just for Teens, Launched by *Teens for Safe Cosmetics* --**

San Anselmo, CA (July 14, 2008) – The average teen uses between 10-25 personal care and cosmetic products per day (containing about 200 unique chemicals), the vast majority of which surprisingly have not been evaluated for safety by the FDA. Yet, more and more we are learning that the simplest, most pure ingredients are often best for our skin and our health – what is left out of a product is often as important as what is put in.

Being a teenager should no longer mean blindly applying products to skin. In fact, the earlier a woman starts looking at labels and questioning what she puts into her body, the less potentially toxic ingredients she will absorb. Unfortunately, it's often hard to know what ingredients to avoid. And it's even more of a challenge to find “green” products specifically developed with the skincare needs of teens in mind.

That's why **Pomega5** has joined forces with *Teens for Safe Cosmetics* to help launch **Teens Turning Green** a fresh, natural line of safe, healthy products just for teens, available exclusively at Whole Foods Market. This holistic line is totally pure, fresh and organic. In fact, the **Pomega5** food-grade ingredients are so natural you could eat them (although we don't recommend it!)

“This launch is the natural outgrowth of an ongoing partnership between **Pomega5** and *Teens for Safe Cosmetics*,” said Tzeira Sofer, Founder and President of **Pomega5**. “We were delighted when we were approached by the teens who told us they loved the **Pomega5** Cleansing Bar and wanted us to create a similar product just for them.”

In addition to supporting a number of the organization's outreach programs, Sofer has worked closely with the girls – often serving as a mentor. At the heart of this partnership is a shared passion between Sofer and *Teens for Safe Cosmetics* to help educate women and girls about healthy choices and shake up the beauty industry – creating a change that will present women with safer, healthier product options.

“For the first time ever, *Teens Turning Green* will offer teenagers a line made specifically for our skin that is safe for both body and planet,” declared Erin Schrode (age 17) Founder of *Teens for Safe Cosmetics*. “We have hand-selected the products for the collection based on safety, sustainability, and practicality - and **Pomega5** more than meets every one of these criteria. The Pomega5 Cleansing Bar, Toning Mist and Moisturizer work great and smell incredible. Tzeira understands how age, environment and skin type affect teenage skin and has incorporated a holistic approach into the creation of these wonderful products.”

Healthy, Natural Products for Teens

The **Pomega5 Teens Turning Green** skin treatments contain a gentle mix of the simplest, purest ingredients to naturally cleanse, smooth and refresh skin. The products are infused with **Pomega5's** signature ingredient – ultra-premium organic pomegranate seed oil – known for its healing, soothing and repairing properties, as well as a blend of gentle, yet hard-working fatty acids, botanicals and essential oils. The line is all natural (made from the purest organic and biodynamic ingredients), preservative-free, and contains no synthetics or fillers, phalates,

parabens, petro-chemicals, or fragrances. All products undergo the strictest testing for purity and stability. The products are manufactured in small batches weekly and then air shipped directly from France and Israel for the freshest product possible.

The Products:

- **Pomegranate Blemish Cleansing Bar** – Specifically requested by teens, this 100% pure soap-free cleanser is formulated to address the particular concerns of teen skin and is filled with the most natural ingredients available. Skin is deeply cleansed and exfoliated, left feeling and looking fresh and vibrant.
 - Ultra-premium organic pomegranate seed oil heals and refreshes skin.
 - Extra virgin olive oil, a natural emulsifier and moisturizer, nourishes, smoothes and comforts.
 - Bark particles gently exfoliate.
 - Eucalyptus and myrtle offer deep cleansing.
 - Other natural botanicals cleanse skin, unclog pores and even out skin tone.
 - The aromatherapeutic lemongrass scent is naturally uplifting.
 - The Pomegranate *Blemish Cleansing Bar* contains no perfumes, is vegan, naturally preservative free, suitable for all skin types and may be used on the face or body.

Retail Price: \$9.80 for 80 g.

- **Pomegranate Toning Mist** – This natural, alcohol-free spray tonic gently cleanses, hydrates, tightens pores, and restores skin's healthy pH. The Pomegranate *Toning Mist* contains pure and biodynamic plant extracts that leave skin feeling fresh and balanced.
 - Rosewater and cornflower help tone skin.
 - Cucumber and mallow flower naturally balance skin's pH.
 - Antioxidant-rich pomegranate seed oil purifies, hydrates and protects.
 - A touch of lime blossom naturally provides the innocently fresh, clean, citrusy scent.
 - The 50 ml size is convenient for travel.

Retail Price: \$19.50 for 50ml.

- **Perfectly Pom Moisturizer** – This lightweight organic moisturizer feels soft and silky to the touch, yet absorbs immediately, leaving skin hydrated and fresh. Skin is soothed, calmed and purified – complexion is left with a healthy glow.
 - Pure pomegranate seed oil, a potent, *natural* anti-oxidant, fights free radicals that damage and age skin cells.
 - Biodynamic essential oils and plant extracts, including calendula, verbena and lemongrass heal and restore skin to its best state.
 - The refreshing scent of mandarin and grapefruit combine with warmth of vanilla for an uplifting allure.
 - This "must-have" moisturizer is perfect for oily, problem skin.

Retail Price: \$21.00 for 30 ml.

Pomegranate launched this line with the goal of helping erase the dichotomy between looking beautiful and being healthy or environmentally-conscious. **Pomegranate Teens Turning Green** skincare proves that products can be safe, clean and just as effective (if not more so) than products based on synthetic chemicals. Priced affordably under \$21 each, the **Pomegranate Teens Turning Green** products are 100% pure and natural. **The Toning Mist** and **Perfectly Pom Moisturizer** are packaged in environmentally-friendly glass jars to insure product freshness and stability. The **Cleansing Bar** tray is made from recycled and recyclable cardboard – the greenest way to keep the soap protected. And staying true to their commitment to the environment, the *Teens Turning Green* products use no wasteful outer packaging.

A portion of sales from all **Teens Turning Green** products will be donated to *Teens for Safe Cosmetics*. Products will be available exclusively at **Whole Foods** nationwide and on the Teens for Safe Cosmetics website starting in **October 2008**.

About Pomega5

Founded and based in Marin County, California, ***Pomega5*** 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 support from the latest scientific research to help people achieve healthier skin and a healthier body. ***Pomega5*** products are available at www.pomega5.com

About Teens for Safe Cosmetics:

Teens for Safe Cosmetics is a coalition led by teens working to raise awareness about cancer-causing chemicals present in cosmetics and personal care products. The goals are to affect public policy and educate peers and community members to better understand the risks associated with the toxic ingredients in daily use products. www.teensforsafecosmetics.org.

For more information, contact Mimi Field at mimifieldpr@comcast.net or 925-373-6717. Or visit www.pomega5.com.