



Media Contact:  
Michael Rogers Public Relations  
Adrienne Klein / Maggie Carr  
Adrienne@michaelrogerspr.com  
212.255.7210

## **BIODYNAMIC BEAUTY: POMEGA5 INTRODUCES NEW PRODUCTS AND UPDATED FORMULATIONS TO OMEGA 5 ADVANCED ANTIOXIDANT LINE**

- Pomega5 range now offers full-spectrum regime with biodynamic ingredients and botanical emulsification system for complete skin wellness -

San Anselmo, Calif. – From farm to face, the Pomega5 line now includes new advanced formulations with 100% biodynamic and organic ingredients and a botanical emulsification system, treating skin and whole body wellness with a holistic approach and guaranteeing that all Pomega5 products are naturally and sustainably produced.

Biodynamic refers to a type of farming that regards the farm as a living organism, and because of the practices used, yields quality ingredients with the highest nutritional concentration. Pomega5 products are made with pure, cold-pressed pomegranate seed oil from the seeds of an ancient cultivator of pomegranate grown in the Mediterranean, are naturally paraben-free, and contain no synthetics, fillers or perfumes.

Merging biodynamic farming, ancient medicine and modern science, the Pomega5 line features the oil of one of the oldest known fruits, the mythical pomegranate, which has long been revered for its powerful restorative qualities. Extracted from organically-grown pomegranates, Omega 5 is the only known botanical form of Conjugated Linolenic Acid (CLA), a powerful immune-support compound shown to override the inflammatory responses of skin. Omega 5 is uniquely triple-bonded, making this incredibly potent antioxidant easily absorbed by skin, and a recent study from The University of Michigan Medical School found that pomegranate seed oil stimulates cell production and promotes regeneration of the epidermis. In addition to pomegranate seed oil, Pomega5 draws upon the antioxidant, healing and nourishing properties of more than 50 essential fatty acids, botanical extracts and essential oils to effectively and naturally repair and protect skin.

The latest additions to the award-winning Pomega5 line include:

- *Hydrating Essential Cleansing Oil* – Based on an intensely nourishing recipe of Aloe Vera, essential fatty acids and exotic botanicals, this decadent facial gel uses Papaya enzymes and citrus essential oils to naturally exfoliate, protect and brighten skin. Rich Pomegranate Seed, Calendula, Rosehip, and Argan oils deeply cleanse and reduce the appearance of skin imperfections for a more refined and polished complexion. (\$65)
- *Bulgarian Rose Moisturizing Beauty Bar* – This nourishing, smoothing and exfoliating cleansing bar is perfectly suited for dry, sensitive, and/or mature skin in search of deep cleansing that will not strip its moisture and balance. Contains anti-inflammatory Pomegranate Seed Oil, calming Red Clover Flowers, soothing Lavender Oil, the soothing essential oils of Rosewood and Vanilla, and Extra Virgin Olive Oil to hydrate and repair. (\$24)
- *Green Tea Balancing Cleansing Bar* – This soothing and antioxidant-packed facial bar features the protective, anti-inflammatory properties of Green Tea and Pomegranate, and the purifying botanicals of Lemongrass, Verbena and medicinal Sage. This product cleanses deeply to minimize pore size and provides hydration, leaving skin with a balanced tone, softness and natural luster

you can see. Also features Extra Virgin Olive Oil and Basil Extract. (\$20)

- *Bois de Rose Velvet Hydrating Cream* – Designed to counteract dehydration and improve skin elasticity and vitality, this moisturizer combines the healing and reviving properties of Bulgarian Damask Rose Extract with the antioxidant support of Omega oils and Bilberry Fruit Extract, as well as purifying Panama Bark Extract, to restore skin's natural balance, leaving it smooth, hydrated and velvety soft. (\$75)
- *Intensive Nightly Repair Serum* – Cell-strengthening and rejuvenating Pomegranate Seed Oil, brightening Bearberry Leaf Extract and naturally occurring Glycolic Acid combine to exfoliate, nourish and re-define skin's age for a smoother, more luminous and lifted complexion. Also features extracts of Grapefruit, Arnica, and Yarrow to firm, tone, and minimize wrinkles. (\$95)
- *Grenade Anti Rides Nourishing Cream* – Protective and cellular-rejuvenating Raspberry Seed Oil and Damask Rose Extract, moisturizing Cranberry Seed Oil and skin-firming Carrot Seed Oil combine with the antioxidant support of Pomegranate Seed Oil and soothing Ylang Ylang Oil for a brighter, more refined and youthful appearance. (\$165)
- *Or de Nuit Illuminating Lifting Serum* – Made with nutrient-rich Aloe Vera, Blue Green Algae to tone and firm and Mineral Gold to brighten, this high-performance serum leaves skin hydrated, smooth and glamorously illuminated. Orchid Flower Extract acts as a powerful antioxidant to repair and protect, promoting cell renewal, while Lotus Flower Oil calms and balances. (\$95)
- *Botanical Eye Contour Cream* – Inspired by the blue shades of the ocean and its rich vegetation, this gentle formulation is a soothing treatment for sensitive eye skin. Marine Blue Green Algae Extract rich in Omega 3 decongests and Vitamin K sourced from Sea Kelp reduces the appearance of dark circles. Blue Cornflower Water, Chamomile Flower Extract and Cucumber Extract de-puff and hydrate, while Horsetail Extract tightens and tones. (\$75)

"We've added these new products to the Pomega5 family to provide a more complete spectrum of skincare so we can better address different skin issues and needs," said Tzeira Sofer, President and Founder of Pomega LLC. "All of our products feature our signature pomegranate oil, and work on the cellular level to naturally transform your skin. Now, they all also feature a higher percentage of biodynamic ingredients for a purer, more naturally potent effectiveness. Originally developed in my kitchen, this line has come a long way but it continues to stay true to its roots and remains 100% pure."

In addition to the new products and reformulation, the Pomega5.com website is currently under construction, and will be launched in January of 2010.

# # #

#### ABOUT POMEGA LLC

*Founded and based in Marin County, California, Pomega LLC offers the first complete line of therapeutic skin care made with organic, cold-pressed pomegranate seed oil. A revolutionary system of pure, luxurious skin recipes based on biodynamic botanicals and rare Omega 5 oil extracted from pomegranate seeds, the Pomega5 line features the purest, freshest ingredients derived wholly from nature. Each Pomega5 product has been carefully formulated to reflect a balanced combination of essential fatty acids, botanical extracts and essential oils – completely without the use of any parabens, petrochemicals, fillers, or synthetics. 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. The award-winning line was featured at the Sundance Film Festival in 2007 and is available at select health/wellness stores nationwide, including Whole Foods.*