



Media Contact:
Michael Rogers Public Relations
Alison Goggins / Maggie Carr
Alison@michaelrogerspr.com
212.255.7210

BLISS EXPANDS RETAIL AND SELECTS BIODYNAMIC POMEGA5 AS SPA'S FIRST ORGANIC LINE

- Pomega5 luxurious organic products to bring pure pampering to Bliss spa-lovers across the country with early 2011 launch in select spas, catalog and online -

New York, NY – Bringing some naturally gorgeous goodness to Bliss, organic and biodynamic skincare line Pomega5 has been selected as the spa's first 100% organic collection, and will be gracing the faces of spa-goers at all New York City Bliss Spa locations and the popular Hollywood spa beginning in February 2011. The products will also be made available for at-home use on Blissworld.com and through the Bliss catalog in March 2011.

Trusted by spa-goers nationwide for their extensive skincare expertise, Bliss is considered a true haven for the beauty-obsessed. Responding to the growing demand for natural skincare and after conducting a comprehensive search for the most efficacious organic skincare lines, Bliss has selected biodynamic and organic Pomega5 as their first organic product line.

The Pomega5 line merges modern science and ancient medicine with biodynamic farming, which yields quality organic ingredients with the highest nutritional concentration, and all of the products feature the oil of one of the oldest known fruits, the mythical pomegranate, long revered for its powerful restorative qualities. Extracted from cold-pressed pomegranate seed oil, Pomega5 products are made in small batches with pure Omega5, a potent antioxidant and the only known botanical form of Conjugated Linolenic Acid (CLnA). Shown in a recent study to stimulate cell production and promote regeneration of the epidermis, CLnA is powerful anti-inflammatory, immune-support compound.

In addition to pomegranate seed oil, Pomega5 draws upon the antioxidant, healing and nourishing properties of more than 100 essential fatty acids, botanical extracts and essential oils to effectively and naturally repair and protect skin. All of the products in the line feature a completely fruit-based emulsification system and Pomega's patent-pending botanical preservation system.

Perfect for sensitive skin and anyone looking for pure pampering in the spa or at home, Bliss spa-goers will be treated to a handpicked selection of soothing and healing Omega5-rich Pomega5 products, including:

- *Bulgarian Rose Moisturizing Beauty Bar* – This nourishing, smoothing and exfoliating cleansing bar offers deep cleansing that won't strip moisture and balance with anti-inflammatory Pomegranate Seed Oil, calming Red Clover Flowers, soothing Lavender Oil, aroma-therapeutic oils Rosewood and Vanilla, and Extra Virgin Olive Oil to hydrate and repair.
- *Daily Revitalizing Concentrate Ampoules* – Made with more than 60% pure Omega5, as well as Jojoba, Calendula, Rosehip, and Grapefruit Oils, these single-use ampoules help promote cellular renewal and stimulate collagen production for advanced healing and wrinkle reduction, protect against sun damage, and reduce redness, scars, and dark spots.
- *Healing Cream* – Designed to nourish and comfort sensitive skin with a unique blend of healing ingredients, this rich botanical recipe combines Omega5 with cell-regenerating Calendula Oil for anti-inflammatory support, skin-firming Carrot Seed Oil to help maintain skin elasticity, antioxidant Grape Seed Oil, and hydrating and protecting Shea Butter.

- *Grenade Anti Rides Nourishing Cream* – This potent anti-aging cream features protective and cellular-rejuvenating Raspberry Seed Oil and Damask Rose Extract, moisturizing Cranberry Seed Oil and skin-firming Carrot Seed Oil combined with the antioxidant support of Pomegranate Seed Oil and soothing Ylang Ylang Oil for a brighter, more refined and youthful appearance.
- *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.
- *Botanical Eye Contour Cream* – Featuring a gentle yet potent formulation, this soothing treatment for delicate eye skin combines Omega5 to minimize free radical damage, Orchid Extract to support elasticity, Omega3 rich Marine Blue Green Algae Extract to decongest, and Vitamin K sourced from Sea Kelp to reduce the appearance of dark circles. Blue Cornflower Water, Chamomile Flower Extract and Cucumber Extract de-puff and hydrate, while Horsetail Extract tightens and tones.

"It is our extreme pleasure to join the Bliss family, and we completely support and are aligned with their commitment to innovation and to providing the best, most efficacious experience to spa-goers," said Tzeira Sofer, Founder and CEO of Pomega, Inc. "Formulated with only the purest botanicals and organic ingredients, the Pomega5 products are luxuriously therapeutic and effective, and we are honored to be the exclusive all-natural line at Bliss."

For more information or to purchase Pomega5 products, please visit pomega5.com or blissworld.com.

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ABOUT POMEGA, INC

Founded and based in Marin County, California, Pomega, Inc. 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. A proud member of Green America's Green Business Network™, 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 the reformulated products and new launches are now available at select health/wellness stores nationwide, including Whole Foods, and online at www.Pomega5.com.

ABOUT BLISS SPAS

There are currently 21 bliss spas worldwide: bliss soho, bliss57 and bliss49 (at W New York) in Manhattan, bliss san francisco (at W San Francisco), bliss chicago (at W Chicago-Lakeshore), bliss los angeles (at W Los Angeles – Westwood), bliss dallas (at W Dallas – Victory), bliss atlanta (at W Atlanta – Midtown and at W Atlanta – Downtown), bliss scottsdale (at W Scottsdale), bliss hoboken (at W Hoboken), bliss fort lauderdale (at W Fort Lauderdale), bliss dc (at W Washington DC), bliss south beach (at W South Beach), bliss Hollywood (at W Hollywood), bliss boston (at W Boston), blisslondon in the UK, bliss hong kong (at W Hong Kong), bliss doha (at W Doha), bliss barcelona (at W Barcelona) and bliss singapore (at Sephora Singapore). Bliss bath, body and skincare amenities can be found in room at W Hotels nationwide. Bliss retails its bath, body and skincare lines through its bliss catalog, blissworld.com web site and at international retailers including Bloomingdale's, Blue Mercury, Debenhams, Harrod's, Harvey Nichols, Myers, Neiman Marcus, Saks Fifth Avenue, Sephora, and Ulta.