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## **POMEGA5 HEALING CREAM NAMED CEW ECO BEAUTY AWARD FINALIST**

- Organic and biodynamic Pomega5 recognized in annual sustainable beauty awards -

New York, NY – Pomega5 is pleased to announce that one of their best-selling products, the nourishing, hydrating and skin-rejuvenating Healing Cream, has been named a top ten finalist in the 2011 Cosmetic Executive Women (CEW) Eco Beauty Awards!



Established to encourage sustainability within the beauty industry, the CEW Eco Beauty Award recognizes beauty brands that have moved toward the reduction and eventual elimination of the build-up of waste, harmful chemicals, destruction of nature, and unfair trade. Finalists were selected by a panel of CEW members with extensive experience in the beauty industry, ranging from manufacturers and suppliers to retailers and media, and Pomega5 is proud to have the Healing Cream as part of this prestigious group dedicated to beauty, health and environmental care.

The Healing Cream, as well as all Pomega5 products, merges modern science and ancient medicine with biodynamic farming, which treats the farm as a living organism and yields quality organic ingredients with the highest nutritional concentration. In addition to the line's signature ingredient – Omega 5, a powerful antioxidant and skin rejuvenator extracted from cold-pressed Pomegranate Seed Oil – the Healing Cream is formulated in small batches with cell-regenerating Calendula Oil, skin-firming Carrot Seed Oil, nourishing Grape Seed Oil, hydrating Shea Butter, and other essential fatty acids, botanical extracts and essential oils to effectively and naturally repair and protect skin.

In addition to sustainability in formulation, Pomega5 products are packaged in 100% recyclable materials. The Healing Cream's plastic pump is ECOCERT-certified, and the airtight design protects the organic ingredients from oxidation and preserves the product's integrity. Pomega abstains from using outer boxes wherever possible and uses environmentally-friendly materials for packaging and shipping, including recycled paper stock for sales and marketing collateral. The company is a proud member of Green America's Green Business Network.

The winner of the Eco Beauty Awards will be announced at the CEW Beauty Awards Luncheon on May 20<sup>th</sup> at the Waldorf-Astoria in New York City. For more information, please visit [www.pomega5.com](http://www.pomega5.com) or [www.cew.org](http://www.cew.org).

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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 products are now available at select spas, including Bliss Spa (New York and California locations, catalog, and online), as well as at health/wellness stores nationwide, select online retailers, and [www.Pomega5.com](http://www.Pomega5.com).*