

PRESS RELEASE

For Immediate Release

SUPERNATURE HIGHLIGHTS BEAUTY WITH A PURE HEART – BALANCE ME AND PURESTUF FACE, SKIN, HAIR AND BODYCARE THAT ARE CHEMICAL-FREE

SINGAPORE, 18 MARCH 2010 —SuperNature doesn't believe that looking good should come with sacrifices, that's why the organic and natural range of beauty care we carry in store boasts premium quality and even more superlative ethics in its production. Better yet, they are enjoyable to use, a little luxury for everyday and works admirably!

As gift ideas for yourself or for someone you care about, look to our beauty and wellness brands that care – Balance Me, an ecocert-certified UK range, and Purestuf – an Australian brand that started with love – with its founder's search for the perfect lip balm for her husband!

BALANCE ME

Balance Me is a results-orientated, easy-to-use, and Ecocert accredited aromatherapy range that's just as enjoyable and pampering to use. Blended with pure essential oils, this beauty range boasts skin-boosting benefits and therapeutic properties to optimise health, wellbeing and natural beauty.

Started by sisters Rebecca and Clare Hopkins, the Balance Me philosophy is that everyone deserves a little bit of luxury in their handbag, in their bathroom and indeed in their everyday lives.

The Balance Me promise is that it uses environmentally-responsible essential oils, with a range that is proudly free from parabens, sulphates, DEA, PEGS, petroleum, mineral oils, artificial fragrances and colours, silicones and propylene glycol.

PURESTUF

Purestuf is exactly what its name suggests – a purely natural range of skin care products created from certified organic ingredients and are free of: chemicals, parabens, petrochemicals, sulphates and artificial fragrances.

The Purestuf Natural Skincare range was created by Chrissy Birdsall. A beauty

industry veteran, Birdsall became increasingly concerned about the potentially harmful chemicals used in many everyday skincare products.

The result is Purestuf – made only from the purest of organic ingredients and includes grapefruit seed extract as a natural preservative. Goddess is the range for Women, while Warrior is the range for Men.

Purestuf is Australian Made and Owned, does not condone or partake in animal testing, and is an environmentally responsible, carbon neutral business.

BALANCE ME

BODY WASHES

Balance Me Super Moisturising Wash With Shea Butter & Yarrow (250ml)

A super moisturising daily wash with Shea Butter that soothes and nourishes as it cleanses. Lavender and Patchouli clear impurities, Geranium balances while Yarrow calms problem areas and dry patches. Skin is left cleansed, calmed and soft to the touch, the mind and body balanced and uplifted.

Balance Me Rose Otto Wash (250ml)

An exquisitely fragranced wash that moisturises and pampers as it cleanses. Luxurious Rose Otto, renowned for its nourishing and skin calming properties, provides TLC to areas that require extra protection and helps to rejuvenate even the most sensitive skin while Rose Geranium balances and supports the body and mind. Skin is delicately cleansed, soft to the touch with a subtle floral scent, whilst the body and mind feel lifted and rejuvenated.

Balance Me Seven Day Hand & Body Wash With Petitgrain & Green Myrtle (250ml)

The warm, uplifting citrus aromas and properties of Petitgrain, Sweet Orange and Neroli complement gentle, yet anti-bacterial Green Myrtle. The skin is left cleansed; its blemishes refined and irritated skin soothed, the mind uplifted.

Balance Me Winding Down Wash With Ylang Ylang & Frankincense (250ml)

A relaxing, mood-enhancing foam bath and body wash. Grounding Geranium and Ho wood rebalance the skin and emotions, gently cleanse away impurities and maintain the skin's natural moisture levels. Ylang Ylang optimises the skin's natural regenerative function. Skin is left gently cleansed and balanced, the mind and body relaxed and soothed.

HAIR CARE

Balance Me Shiny Clean Shampoo With Jasmine & Grapefruit (250ml)

Mouth-watering Grapefruit, which cleanses and refreshes is combined with Jasmine to calm and soothe sensitive or irritated scalps. Black Pepper optimises a healthy circulation, which in turn encourages oxygen and nutrients to work on the surface of the scalp. This light and gentle, naturally cleansing shampoo will not strip the hair or scalp and can therefore be used as often as desired and is suitable for all hair types. Hair is left clean and shiny with a rich, balanced scent. The scalp is fortified and smoothed.

Balance Me Shiny Clean Conditioner With Jasmine & Grapefruit (250ml)

Renowned for enriching hair and soothing scalps, Jasmine is combined with Shea Butter and Aloe Vera, rich in anti-oxidants, fatty acids and vitamins to treat, restore and balance the hair naturally. Grapefruit and warming Black Pepper further enhance this creamy, nourishing, yet light conditioner which is naturally absorbed by the hair, without feeling heavy and is suitable for all hair types. Hair and scalp are deliciously scented; look and feel calmed, shiny, smooth and soft to the touch.

BODY CARE

Balance Me Seven Day Hand & Body Lotion With Petitgrain & Green Myrtle (250ml)

The warm, uplifting citrus aromas and properties of Petitgrain, Sweet Orange and Neroli are blended with Green Myrtle, Aloe Vera and Starflower oil to create a moisturising lotion that is naturally anti-bacterial and toning, yet gentle enough to be used daily. Skin is calmed, hydrated and protected from moisture loss, leaving it soothed and smoothed.

Balance Me Super Oil With Juniper & Bergamot (200ml)

The combination of active ingredients in Bergamot, Geranium, Juniper and Lavender essential oils; the naturally occurring fatty acids and vitamins in Jojoba and Sweet Almond oil; and the high levels of anti-oxidant Vitamin E in Wheat germ create a powerfully nourishing, toning and balancing body oil to help improve the appearance and tone of areas such as hips, thighs, abdomen and upper arms. Apply after dry body brushing and use as an effective daily maintenance treatment and also pre and post weight gain or loss.

POLISH

Balance Me Skin Brightening Spearmint Exfoliating Polish (210ml)

A three-in-one invigorating foot and body polish that exfoliates with natural salt, improves tone through active spearmint essential oil and seals in moisture with the blend of Coconut and Sweet Almond oils, naturally rich in essential fatty acids and vitamins A, B and E to optimise natural cellular renewal of the skin. With minimal fuss and effort skin is left soft, glowing and smooth to touch. Perfect as a regular maintenance treatment for skin or as a preparation treatment pre and post travel.

PURESTUF

FOR WOMEN

Purestuf Enchanted Face Serum (50ml)

The Purestuf Enchanted Face Serum is a potent source of nutrients and anti-aging, antioxidant, active ingredients that not only moisturise, but treats the skin with organic goodness. With a concentrated yet light, consistency, this serum easily absorbs deep into your skin, nourishing and providing much needed protection to your cells whilst leaving your skin feeling firm and smooth. To use: apply a small amount in the morning under makeup, as light moisturizer, or under – before you apply night cream as a treatment in the evening.

Purestuf Heavenly Face Oil (Normal/50ml)

Heavenly Face Oils combines certified organic, therapeutic blends of essential oils specific for your skin type, with nourishing jojoba, rose hip and centella oils. Do not be deterred from using oils on your skin rather than creams, even with oily skin types. Heavenly face oils absorb deeply, supplying more active nutrients than a most creams, leaving your face glowing and without a filmy texture.

Purestuf Angel Soap Cleansing Bar (Acne)

Purestuf introduces pure indulgence for your entire body. Formulated in the French tradition from a cream base of glycerine and olive oil and fine, white French clay. Angel Soap's botanical ingredients enliven the senses while tenderly cleansing and moisturising the skin. Angel Soap contains organic sweet almond, macadamia, jojoba and coconut oils, with organic cocoa butter, calendula petals and the essential oils of organic Ylang Ylang, Clary Sage, Geranium, Frankincense and Rose.

Purestuf Goddess Day Cream (50ml)

Packed with nutrients and high in antioxidants to protect your skin from daily exposure to weather and pollution, the luxurious Goddess Day Cream moisturises deeply to leave your face looking so healthy it glows. Suitable for most skin types. Goddess Day Cream contains organic sweet almond, macadamia, coconut and jojoba oils, with organic cocoa butter, aloe vera powder, rose Otto and the healing additions of green tea and white tea extracts.

Purestuf Glow Face Scrub (100ml)

Revitalise dull, lacklustre skin by applying Glow Face Scrub with Jojoba Beads every second day when bathing. Its rich formula will gently boost circulation to increase rate of cell renewal, resulting in improved skin tone. Glow contains organic sweet almond, macadamia, coconut and jojoba oils, with organic cocoa butter, with the essential oils of orange and grapefruit.

FOR MEN

Purestuf Wiseman Shaving Cream

Wiseman shaving cream has been specially formulated to soothe and moisten your face for a smooth, irritation-free shave. Simply wash face with water, then generously apply to the beard area and wise-up to the most invigorating shave known to man! Wiseman contains organic sweet almond, macadamia, coconut and jojoba oils, with organic cocoa butter, with the organic essential oils of peppermint, sage, sweet orange, lemon, cedarwood and pettigran.

Purestuf Shaman Face Scrub

Apply when showering to revitalise dull, lacklustre skin, Use Shaman Face Scrub every second day to boost circulation, increase the rate of skin renewal and minimise ingrown hairs. Gently massage into skin when showering to remove dead skin cells and excess oil leaving skin deep-down clean and glowing.

Balance Me and Purestuf are available at SuperNature, 21 Orchard Boulevard, #01-21/23/27 Park House, Singapore 248645. Tel: (65) 6304 1336, Fax: (65) 6735 0366, E-mail: sales@supernature.com.sg

Opening hours are: Mon, Tues, Thurs, Fri & Sat: 10am - 7pm; Wed: 9am - 7.30pm; Sun, Public holidays: 11am - 6pm

For further information and images, please contact:

Mr Ivan Tan

Tel: (+65) 6304 1479

E-mail: ivan.tan@club21.com.sg

Ms Patricia Yap

Tel: (+65) 6304 1435

E-mail: patricia.yap@sg.club21.bz

About SuperNature

SuperNature is Singapore's premier organic and natural food and health store, stocking a complete range of organic and natural products in the organic foods, groceries, homecare, health supplements and wellness products categories. Established in 2001, SuperNature was brought under the umbrella of The COMO Group, comprising Club 21, COMO Hotels and Resorts and COMO Shambhala in 2007. As one of the largest purveyors of organic and natural products in Singapore, SuperNature is committed to sourcing only the best for its customers. More information on SuperNature can be found at www.supernature.com.sg
