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News Release
FOR IMMEDIATE RELEASE

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Nurture Your Skin with Three New Ayurvedic Soaps from Auromère!

Lodi, California (August 1, 2007) Auromère Ayurvedic Imports introduces three new varieties of handmade Ayurvedic soap: Lavender-Neem, Vanilla-Neem and Himalayan Rose to pamper and nurture the skin. The natural coconut oil base provides a rich creamy lather that gently softens and conditions the skin as it cleanses. All three soaps contain NEEM, the premiere herb for skin care, plus an effective blend of Ayurvedic herbal extracts. According to Dakshina Vanzetti, President of Auromère, "Our soaps are made with pure, wild-crafted herbs from India and are 100% biodegradable, vegan and cruelty-free. The authentic Ayurvedic formulas address a variety of skin conditions and are known for their effectiveness." The company does not use animal fats, artificial fragrances, colors, dyes, bleaches or preservatives.

Auromère imports their soaps from New School Crafts, a handicraft unit based in Auroville, the City of Human Unity founded in India in 1968. New School Crafts provides fair trade employment to local villagers while providing educational training and cultural opportunities. A portion of the sales proceeds supports the international community of Auroville and its eco-friendly and evolutionary ideals. A special "cold pressed" process is used to make the soaps along with Ayurvedic methods that protect the quality of the oils and plants while not exposing them to heat. Ayurveda requires the slow mixing and grinding of all ingredients by hand and not by machine. De-ionized water and plant extracts in the form of paste or liquid ensure the highest quality product available.

Lavender-Neem is rejuvenative for the skin by combining the stimulating and restorative properties of Neem oil and 16 other invigorating Ayurvedic ingredients. It tones and restores equilibrium to stressed epidermal layers and out of balance conditions. *Balancing for all types of skin and all 3 doshas: Vata, Pitta and Kapha.*

Vanilla-Neem is a rich, fragrant and moisturizing blend of Vanilla Henna and 15 other Ayurvedic herbal oils and extracts. *Beneficial for delicate and aging skin, helping to mitigate Vata and Pitta imbalances.*

Himalayan Rose is formulated with rich emollients and extracts that are soothing for extra sensitive, delicate and recovering skin. It contains a sublimely fragrant blend of Indian and Damascus rose petals with 15 complementary Ayurvedic oils and extracts. *Recommended for sensitive and dry to normal, Vata-Pitta skin.*

The three new soaps join the company's present line, Sandal-Turmeric for blemished skin, normal to oily and Tulsi-Neem for dry to normal skin. All five varieties are available in 2.75 oz bars with a SRP of \$1.95.

Auromère was one of the first importers of Ayurvedic products from India to the United States. The company offers herbal toothpaste, soap, massage oil, lotion, shampoo, incense, as well as books and other products. Auromère works closely with all its suppliers to ensure quality, purity and efficacy. The company never tests on animals. Products are available at finer health food stores, gift stores, spas, pharmacies and other retail outlets in the U.S. as well as their online store at www.auromere.com.

100% of profits go to support non-profit integral yoga communities and projects in the U.S. and India. For more information, call 800.735.4691.

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