



NEWS RELEASE

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July 8, 2004

2 pages

Artemis Woman, LLC Brings Ancient Healing Arts to Modern Skincare

Gem & Aroma Therapy-based skincare line answers demand for new ways to address health & beauty, naturally.

(Weston, CT) Given today's renewed interest in natural living and a wellness market where health and beauty habits increasingly overlap, it's no wonder the ancient practice of Gem Therapy has found a place in the modern world. Rooted alongside Aromatherapy and Color Therapy in traditional Chinese Medicine and Indian Ayurveda (Chakra Healing), Gem Therapy is a time-tested wellness art, which extends surprising benefits to body, mind and well-being. For centuries, Gem Therapists and holistic healers around the world have employed the natural energy of gemstones to help correct physical, mental and spiritual imbalances thought to cause everything from dry skin to insomnia. Now, translating the principles of holistic health into health and beauty tools to rebalance modern lives, Artemis Woman, LLC brings the power of gemstones and aromatherapy to people everywhere with first-of-a-kind Gem Therapy skincare products available to consumers.

For the growing number of women who understand that healthy skin is beautiful skin, Artemis Woman created the Healing Gems™ Skincare line, a collection of facial scrubs, body polishes, foot butters, and hand creams made with real gemstones, pure essential oils and other natural ingredients. Each Healing Gems™ product targets and re-balances a different emotional and/or physical energy center in the body using one of five natural gemstones: Amethyst, Rose Quartz, Topaz, Tourmaline, or Clear Quartz. The gemstones are ground to a micro-fine powder and applied directly to the skin in a nourishing elixir of vitamin-rich oils and aromatherapy essences made to compliment the re-balancing benefits of each gem; improve skin texture/tone; and heighten the overall sensory experience of Gem Therapy Skincare.

By combining Gem Therapy and Aromatherapy into every-day skincare routines, Healing Gems™ products answer consumer demand for new ways to address natural health and beauty, *at home*. While increasingly more health spas and wellness providers are including gemstones in traditional massage and esthetic skincare treatments - setting aside time or money for professional wellness services isn't always an option.

Artemis Woman cofounder, Lisa Kable explains: "Our aim in developing the Healing Gems line is to introduce even *more* women to the benefits of gem therapy both for beauty and wellbeing by bringing the same energy and renewal rendered by professional spa services to home facial care," Kable says. Accordingly, the company combined their signature Healing
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Gems™ singles with simple-to-use home-spa appliances, and in essence packaged the wellness experience into practical, natural products streamlined for modern lives. In addition to the Healing Gems Skin Care Collection, Artemis Woman also offers the **Healing Gems™ Microdermabrasion System** with appliance, and the complete **Professional Facial Center**, which delivers all the steps of a spa facial (steam, exfoliate, pore cleanse, warm mask) in one convenient beauty box. Both appliances come with one or more of the 5 Healing Gems™ Facial Scrubs:

Healing Gems™ **Amethyst Spirit** Scrubs target the third eye or “Brow Chakra;” for unwinding and easing the mind. Long associated with intuition and calm, Amethyst helps lift the spirit, stabilize mood and enhance emotional quiet to facilitate sleep and dreams.

Healing Gems™ **Rose Quartz Sensual** products aim for the “Heart Chakra” to foster emotional balance/recovery, clear emotional blockages, open the heart to love and heighten self-awareness. In ancient Egypt, women wore facial masks carved of pure Rose Quartz to soften and beautify the skin - the gem has since become the established stone of all things feminine and goddess-like.

Healing Gems™ **Tourmaline Balance** products act upon the “Throat Chakra”, to promote hormonal balance and support physical healing. According to legend, Tourmaline protects the spirit and balances negativity - Empresses in China once slept on pillows carved of the stone to ward off misfortune and negative energy.

Healing Gems™ **Clear Quartz Energy** products stimulate all energy centers to stabilize, ground, and fortify at every level - mental, physical, spiritual. Ancient Greek and Japanese cultures associated the stone with perfection and higher powers.

Healing Gems™ **Topaz Power** products target the “Solar Plexus Chakra” to help fortify and refuel before big decisions or major change; using Topaz helps boost focus and motivation, increase confidence and inner strength, and inspire action.

Ultimately, choosing which Gem Therapy product to use, and when to use it is personal; it varies between individuals, and changes depending on mood or emotional disposition at the time of use. Energizing Clear Quartz with rosemary and grapefruit, or Powerful Topaz with tea tree oil and bergamot generally make great products for “pick-me-up” pampering, while many find relaxation and stress-relief in the soothing luxury of Amethyst with lavender, or Rose Quartz with rose oil and ylang-ylang. This being said, the best method of selection is always based on intuition: Simply choose the gemstone/s most appealing at the moment. There are no rules to follow for picking the ‘right’ gem. The fun is in finding out what works best for you.

All Healing Gems™ skincare products from Artemis Woman are formulated with pure, natural ingredients and no artificial colors or fragrances. They are dermatologically tested, but not on animals, and are appropriate for all skin types.

Artemis Woman, LLC is a company owned by women dedicated to creating products and services that empower women in their quest for physical, spiritual and emotional health. The company offers individual products and complete wellness systems under the Healing Gems™ and Healing Crystals™ labels in addition to providing Artemis Thermal Imaging Services for the earlier detection of breast cancer. Artemis Woman products recognize that the power to achieve optimal health and wellness lies within. For more information visit www.artemiswoman.com, write to P.O. Box 1242, Weston, CT 06883; or call (877) 212-1560.

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