



## **NEWS RELEASE** ***FOR IMMEDIATE RELEASE***

### **Media Contact**

Diana de Lamadrid  
[diana@christiecomm.com](mailto:diana@christiecomm.com)  
Christie Communications  
(805) 565-4122

### **Artemis Woman, LLC**

Lisa Kable, Managing Partner  
[lisa@artemiswoman.com](mailto:lisa@artemiswoman.com)  
[www.artemiswoman.com](http://www.artemiswoman.com)  
(877) 212-1560

September 3, 2004

2 pages

### **Artemis Woman™ Joins Race for the Cure®** *Women's Wellness Company Develops Topaz Foot Butter for Race Runners*

(Weston, CT) When Lisa Kable was diagnosed with breast cancer at age 30, she set herself a goal: Once she got better, she would participate in the Avon 3-day, 60-mile breast cancer walk from Bear Mountain to Manhattan. At the time she signed up for the event, walking was still painful. She didn't know if she'd be able to walk such a long distance, or raise the required \$1,800 to participate. Kable not only finished the race, she raised over \$12,000. On Sunday, September 12, Kable will participate in another breast cancer fund-raising event – the Boston Race for the Cure®, one of a series of 5K runs across the nation that fight to eradicate breast cancer by advancing research, education, screening and treatment. This time, though, her involvement will be even more personal. At 35, Kable is not only a breast cancer survivor but the co-founder of the women's wellness company Artemis Woman™, which will present all of the breast cancer survivor runners with a complimentary jar of Artemis Woman Topaz Foot Butter, developed specifically for this race to soothe achy feet and lift tired spirits.

"We wanted to create a product that would support and reward all of the women and men who walk, run or otherwise dedicate themselves in the battle against breast cancer," explains Kable. The result is Artemis Woman Topaz Foot Butter, a luxuriously rich, restorative foot cream that soothes and nourishes hard-working feet. The choice of the word "topaz" in the product name isn't just romantic marketing copy; the cream actually contains finely ground yellow topaz gemstone crystals. Yellow topaz has traditionally been used by healers around the world to protect, strengthen and fortify – which sounds just right for women battling breast cancer. In fact, ancient Greeks actually wore topaz to protect themselves during battle.

"Usually in the personal care market, new products are just variations of an old theme," says Kable. "We are the first company to bring gem therapy into skin care. When you couple that

with the fact that we are all about empowering women to pursue their own path to physical, emotional and spiritual health, it makes Artemis Woman truly unique.”

For a complete sensual experience, Kable and her business partner Ann Buivid also incorporated elements of aromatherapy into their Topaz Foot Butter. The rich cream is aromatically pleasing without being overwhelming. It contains essential oils of bergamot, the uplifting herb that lends Earl Grey tea its distinctive flavor; tea tree, an invigorating botanical; and lemon, which is light, refreshing and mood-elevating. By combining crushed gemstones with therapeutic essential oils, the idea is to refresh, protect and strengthen both body and spirit, while of course treating the feet to the pleasures of deeply moisturizing shea butter.

Although the product will go on sale to the general public from the Artemis Woman website ([www.artemiswoman.com](http://www.artemiswoman.com)) later in October, it was actually created specifically to be donated to Race for the Cure® participants. Once the product does hit the market, 2% of the profits will go toward the breast cancer cause. “We want to be more than just another pink ribbon on the package,” says Artemis co-founder Buivid. Instead, they want to support research for under-funded alternative cancer treatments including herbs, energy medicine and thermal imaging – an FDA-approved, non-invasive screening technique for the early detection of breast cancer. In fact, Kable is a certified thermographer and Artemis Woman has founded two Artemis Woman Thermal Imaging locations in New England.

The two-woman team of Artemis Woman has high aspirations – empowering women’s physical, spiritual and emotional health; saving lives through early detection; finding a cure for breast cancer – yet they haven’t forgotten that simple pleasures, such as an uplifting creamy foot butter, can work wonders along the way. And wondrous the Topaz Foot Butter has proven to be, who, according to Sara Thornburn, “has really changed my feet. I have consistently used it for about a week and my heels feel normal for the first time in years—they feel like new!”

*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. Artemis offers a range of empowering wellness products and health services that utilize alternative health techniques to tap into the energy of Nature’s healing resources.*

*From their line of Healing Gems™ skincare products and Healing Crystals™ Salt Lamps to the Artemis Thermal Imaging Services they offer for the early detection of breast cancer, each of Artemis Woman’s products recognizes that the power to heal and achieve optimal health and wellness lies within. For more information visit [www.artemiswoman.com](http://www.artemiswoman.com) or call Christie Communications at (805) 565-4122.*

###