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EO[®]
PRODUCTS



EO[®] Products Introduces Next Generation Natural Skin Care Collection

Signature plant-based blends featuring 80 of the earth's most powerful anti-aging botanicals in one simple daily regimen

SAN RAFAEL, CA — February 3, 2015 —[**EO Products**](#), the leader in natural and organic personal care products, is excited to introduce EO[®] Ageless Skin Care™, a new skin care collection that harnesses the power of synergistic, active botanicals into five revolutionary blends for a simple anti-aging daily regimen. Building on 20

years of experience and utilizing the latest technology in botanical actives, EO has innovated a collection that celebrates complexity in formulation, but simplicity in use. This is next generation skin care.

COMPLEX FORMULATIONS, SIMPLE DAILY REGIMEN

The EO Ageless Skin Care collection is made with the highest-quality ingredients available based on biomimicry (creating formulations that emulate nature's own regenerative pathways) and the extremophiles revolution (organisms that thrive under extreme environmental conditions like hot springs or ice caps). By blending 80 of the most effective and transformative active botanicals on the planet, EO has developed five exceptional handcrafted formulations that together make a complete skincare routine: an exfoliating masque, cleanser, face oil, moisturizer and night serum.

“How many products do you really need?” asks the woman behind EO Products, Susan Griffin-Black. “The confusion caused by so many specialized skincare products inspired our motivation toward minimalism. We challenged ourselves to create a small collection of high-performance blends so that beautiful and healthy skin can be nourished and renewed by a select few.”

Griffin-Black has over 20 years experience in plant-based product development and worked closely with her accomplished R&D team to develop the signature collection. The team researched the purest natural active ingredients available on the planet to cultivate the collection, which has been in development for years. EO Products performs all its research, product development, manufacturing and packaging in-house in its facility in Marin County, California.



“After 20 years of working with essential oils and formulating healthy and natural personal care products, we are now releasing our dream skin care collection,” said Susan Griffin-Black, co-founder and co-CEO, EO Products. “EO Ageless Skin Care combines years of experience and cutting-edge botanical chemistry... the formulations are complex but the simplicity of use is beautiful. I am excited to share this collection with people who are looking for high-quality natural ingredients coupled with a simple routine— and minus the harsh chemicals.”

SOPHISTICATED ACTIVE INGREDIENTS

Made with 80 active ingredients that support the skin’s natural ability to heal itself, combined with cellular support for collagen stimulation and production, these anti-aging ingredients will transform the way skin looks, both short term and over time:

- Extracts from **extremophiles** like **Snow Algae** and **Ectoin** harness the power of nature’s most extreme survivors and allow skin to retain moisture and appear more youthful and fresh– even in the harshest conditions. Snow Algae is clinically proven to support collagen production, improve skin hydration and reduce the appearance of fine lines and wrinkles.
- **Tsubaki Oil** is derived from the Camellia flower and is clinically proven to support collagen production, reduce the visible signs of aging and improve skin texture. Tsubaki Oil is a common ingredient throughout the EO Skin Care Collection – all five products contain this precious oil, which has been used in skin care for centuries by Japanese women.
- **Argan Oil** and **Pumpkin Seed Oil** are high in antioxidants and essential fatty acids that replenish skin, improve elasticity and hydration and reduce the appearance of fine lines and wrinkles.

- **Avocado Oil** absorbs rapidly and delivers the effects of the formulation into the deepest layers of the skin.
- **Moroccan Lava Clay** exfoliates and cleans the skin with ingredients that draw out impurities from deep within and exchange them for essential minerals found in the clay.
- **Mango Seed Butter** and **Coco Butter** replenish the skin's moisture barrier and leave skin incredibly soft; **Olive Oil** and **Coconut Oil** protect, soften and smooth skin.
- **Sodium Hyaluronate** and **Hyaluronic Acid** support collagen. Both sodium hyaluronate and hyaluronic acid naturally occurs in skin, but diminishes as we age.
- **Meadowfoam Seed Oil** functions as an emollient and conditioning agent for skin; **Carrot Oil** is high in oleic acid and carries key antioxidants. **Evening Primrose Oil** is very gentle and the fatty acids in the oil are extremely moisturizing. **Abyssinian Oil** is high in Omega 6 and 9, making it highly protective and hydrating.
- **Vitamins B3, B5 and Vitamin E** are used to fight free radicals, support elasticity and help prevent water loss in the skin. **Jojoba** and **Palm Oils** absorb rapidly, delivering the antioxidants, essential fatty acids and vitamins where skin needs it most.
- The line contains over 20 **essential oils** including Rose Geranium, Frankincense, Grapefruit, Hibiscus and Helichrysum- each have been used in skin renewal and aromatherapy for centuries.

ARTISTRY IN EVERY BOTTLE

The EO Ageless Skincare Collection includes five essential products that cleanse, revitalize, moisturize, replenish and renew the skin. They come beautifully packaged in embossed black and white boxes, and the products come in midnight blue glass bottles:

- **EO Coconut Cleansing Milk** with Hibiscus and Mango Seed Butter, \$20
- **EO Organic Argan Face Oil** with Avocado and Vitamin E, \$22
- **EO Hydrating Face Moisturizer** with Snow Algae and Tsubaki Oil, \$35
- **EO Moroccan Lava Clay Exfoliating Scrub and Masque** with Pineapple and Papaya Enzymes, \$22.
- **EO Transformative Night Serum** with Tsubaki Oil and Rose Essential Oil, \$44

AVAILABILITY

EO Ageless Skincare is for all ages and all skin types, for both men and women – it's never too early to begin taking good care of your skin – the Ageless collection has proven preventative qualities for better skin in the years ahead.

Available February 2015 at select Whole Foods and other natural markets, online at eoproducts.com, and at the company's two retail stores, EO Exchange in San Francisco and Mill Valley, CA.

HEALTHY INGREDIENTS, HEALTHY PRODUCTS

Every EO product is plant and essential oil based, made only with pure and natural ingredients – Free of parabens, disodium EDTA, sodium lauryl, phthalates, petrochemicals, artificial or synthetic fragrances, chemical preservatives, silicone, propylene glycol, detergent, mineral oil, triclosan, EDTA, aluminum, sulfate. Every product is Gluten-free and is non-GMO verified; no animal testing is ever done. EO never uses synthetic fragrance.

ABOUT EO PRODUCTS

At EO Products, we put the same care into responsible business practices as we do into crafting natural and organic personal care products that people love. EO stands for Essential Oils, which is at the heart and soul of everything we do. All of our products are all natural, non-GMO, gluten-free, cruelty-free and we source organic ingredients whenever and wherever we can. We never use synthetic fragrances ever. We have two brands: EO® and Everyone by EO®. EO formulations are made with pure essential oils, are indulgent to the senses, and are naturally aromatherapeutic. Everyone by EO formulations are made with uplifting essential oil blends that offer effective, affordable everyday personal care for every body. As a Certified B Corp, EO Products is family owned and operated out of Marin County, California and was founded in 1995. For more information, please visit www.eoproducts.com, or call 800.570.3775.

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