



SEASON'S CHANGE BRINGS NEW FAVORITES IN BLISSOMA'S COLLECTION OF ORGANIC PERFUMES FOR FALL

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FOR IMMEDIATE RELEASE

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ST. LOUIS, MO – September 10:

Autumn brings cool breezes, crunching leaves and Blissoma BLENDS trilogy of organic perfume oils, a seasonal release to stores nationwide that represents the finest in essential oils of spices, woods, cocoa and other rich aromas.

BLENDS organic perfumes were released on a limited basis as a duo in fall 2007. With poetic but nontraditional names such as *Belov'd Everlasting* and *Earthly Delight*, the scent line defies being cubby-holed into French or major industry norms. Perfumer Julie Longyear chooses to work exclusively with natural extracts instead of synthetics, a trend amongst new generation perfumers. Distinguishing the Blissoma line, however, is a lack of reliance on animal musks or any animal derived ingredients. The recipes are entirely Vegan and come entirely from plant sources. BLENDS are also over 80% Organic.

For fall 2008 Blissoma is releasing a new scent, *Sweet Something*. With a heart of Rose Otto and Organic Rose Geranium it confidently entices. Lifting Star Anise is balanced with the sweetness of the rose notes and the deepness of Cedarwood, Frankincense, and Orris Root which suggest much more beyond the surface of the wearer. The longer you take it in the more it evolves, distinctive and full of character. The oil based formula lasts for up to 3 hours on the skin even without the extending chemicals that taint synthetic perfumes.

Longyear's perfumes were recently reviewed by Natural Perfumer's Guild head Anya McCoy and founder Many Aftel and deemed worthy to admit her at full Guild Perfumer status, the highest skill level of members. The Guild was reformed in 2006 due to renewed interest in natural perfumery techniques. The Guild leadership evaluates perfumes for seven qualities deemed imperative for a grand perfume: Character, Force, Power, Diffusion, Clarity, Volume, and Lasting Power. These qualities combined must create a singularly unique aroma. 21 other esteemed members make up the Guild list of Perfumers, with Associates, Suppliers, and Enthusiasts following. An offshoot, the Natural Perfumery Yahoo Group has over 1600 members, demonstrating an avid and enthusiastic readership.

Blissoma BLENDS are available in .33 oz roll on vials for a suggested retail price of \$24.95 each. Longyear is currently investigating charitable partnership opportunities with non-profit organizations that would enable a portion of BLENDS sales to go to constructive causes.

BLENDS and many other Blissoma products are available at [www.iriestar.com](http://www.iriestar.com) and retailers nationwide.

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RAW SKINCARE FROM BLISSOMA TOPS TRENDS WITH VISIBLE RESULTS FROM TRULY CLEAN BOTANICALS

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ST. LOUIS, MO – September 22:

In a marketplace dominated by slogans, hype, and empty promises Blissoma SOLUTIONS is delivering a wholesome approach to skincare. Raw, nutrient-dense, organic and bioavailable ingredients in the Blissoma collection offer results that are on trend with raw and healthy lifestyles everywhere.

Countless skincare products promise results to their clientele, but few truly deliver. With products that are made from mostly water and petroleum derived oils and solvents there isn't much in each jar *except* hope. Even the few "natural" plant oils in mainstream skincare products have been stripped and refined to such an extent that they are colorless, odorless, and devoid of any trace nutrients. Herb extracts that are touted so plainly in the marketing language on primary sales panels are used at such tiny percentages there is no hope of real activity. And then, to add insult to injury, those same extracts carry hidden preservatives that manufacturers are not required to declare on their final ingredients lists.

Blissoma SOLUTIONS offers a different approach that is founded on real nutritional science and whole, natural, unrefined plant ingredients. Raw, unprocessed foods have been gaining momentum in the culinary field for their intensive health benefits. Now that same approach can be applied to skincare. Ingredients such as organic seed oils from raspberries, cranberries, pumpkin, hemp fill Blissoma skincare products. These ingredients are never refined and they retain the color, scent, and trace nutrients they had when originally expelled from the raw seeds. Healing properties are maximized through retention of beneficial Essential Fatty Acids, antioxidants, and vitamins. The difference in the ingredients is visible. Blissoma ingredients are green, red, brown, amber, and yellow because of their nutrient content. Standard skincare ingredients are clear or white.

There are also no "filler" ingredients used in Blissoma products. Every ingredient has a holistic and functional purpose that contributes to the efficacy of the total recipe. Even the liquid base of the product consists of a freshly prepared herb infusion instead of plain water, meaning more actives packed into every drop of moisturizer, toner, or mask. Fresh organic carrots, celery and cucumbers are procured locally and juiced by hand for the products.

And, of course, no hidden preservatives are ever used in any ingredient or in the final product. Every component ingredient is declared on the products, which exceeds FDA requirements. "Transparency is one of the cornerstone values of our line," says founder and chemist Julie Longyear. "Consumers have had enough of the falsehoods and deception practiced by mainstream beauty products. Beauty is as beauty does, and customers really want to be able to trust what they are putting on their bodies. We intend to keep that trust with more than just pretty packaging and catchy phrases. We truly are an inner beauty company."

Blissoma products are manufactured according to special handling protocols that keep all ingredients at the proper temperature to maximize



bliSoma<sup>®</sup>  
by Irie Star



nutrient content. The proprietary production processes were developed along with the recipes to ensure the products remain totally unique.

SOLUTIONS skincare is currently available through Whole Foods Markets Midwest region, [www.iriestar.com](http://www.iriestar.com) and retailers nationwide.

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BLISSOMA SOLUTIONS BRINGS ABOUT NATURAL SKINCARE EVOLUTION WITH RAW, RESULTS-BASED PRODUCTS

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ST. LOUIS, MO – June 29:

The beauty paradigm is shifting with the release of Blissoma SOLUTIONS skincare. Health is the new focus for radiant skin that goes far beyond surface looks.

Blissoma SOLUTIONS skincare is progressive. The latest advances in natural science and skin nutrition are utilized in the cleanest forms to provide effective results that are clearly visible. Blissoma's unique formulations do not cling to industry perception and mass-market ideas of what a natural skincare product should be. Instead they push that boundary forward in purity, performance, and sophistication. 6 years of research has led Blissoma to articulate the driving philosophy of the line as the "Formula for Healthful Beauty". Included and excluded ingredients and product performance decisions are derived directly from the same.

SOLUTIONS skincare products are packed with highly functional, cutting edge herbal technology, organic, fresh, raw vegetable juices, bioavailable vitamins, and unrefined, cold-pressed, exotic plant and seed oils. The results are based on the unique biochemical reactions of the skin and the plant components that contribute to beneficial, nutrient-based protection and regeneration. Intensive flavonoids, isoflavones, polyphenols, and essential fatty acids contribute directly to collagen production, antioxidant action, UV damage inhibition, and proactive age maintenance.

Blissoma goes against the skincare industry grain and does not market based on false, exaggerated claims or appeal to customers' insecurities. Instead their care appeals to the best in each person and creates new confidence in SOLUTIONS users. Confidence coming from well-being and respectful lifestyles creates a beauty that topical treatments alone cannot match. This positive attitude surrounds the whole company, the products and the way they do business.

The debut SOLUTIONS collection includes 4 multifunctional moisturizers for different skin types, 2 cool brew toners, a brown rice facial cleanser, creamy Rhassoul clay mask, and an antioxidant sprayable lotion. The line is available through [www.iriestar.com](http://www.iriestar.com) and will be available nationwide through quality natural products retailers and estheticians soon.

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## CUSTOMER RESPONSE

"When I was introduced to the Blissoma line at the Denver Green Fest I knew it was the perfect complement to the lines I currently carried at my skincare studio and I had to add it. As a former beauty writer I thought I had seen and tried everything however, their Amend Antioxidant Sprayable Lotion is the most unique skincare product I have come across in a long time. My clients, who are so active in the outdoors, love it.

The Blissoma Intense Hydration Toner instantly provides moisture and is imparted with an uplifting earthy scent that harmonizes and grounds the skin and senses. Follow a spritz of Toner with their A+ Moisture Serum and dry skin is banished. What Julie has created is a line of skincare products made from the highest quality ingredients--and like a master chef or baker--each ingredient is carefully chosen to provide maximum benefits. This line works on so many sensory levels and my clients are loving the scents and performance of everything they try. And so am I!"

--Christina Komeschian, Skindrop Facial Studio, Breckenridge CO

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"I really love the "Smooth" skin serum. I have been using it for about 3 months, and people recently have been commenting on what nice skin I have - and I am 57!! It seems to do well on both my dry and oily areas! My skin really is "Smooth"er! Also, I love the herbal smell!"

--Diane B., Denver, CO

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"The night cream smells AWESOME!!!! She says it feels really refreshing, clean... like a fresh mist on your face. Her skin feels really soft."

--Brian G., St. Louis, MO

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"I wanted to let you know that I have been using your night cream ever since I purchased it at the festival and it has been doing wonders for my skin! It's perfect - not too oily, not too drying and it seems to be helping with any scars on my skin! I'm so excited for your line!"

--Brittany M., Chicago, IL