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Pura Botanica Showcases Eight NPA-Certified Bath and Body Products at Natural Products Expo East

Two new cleansing bar scents will be unveiled alongside Botanic Bath Infusions and the Freshly Minted Collection at Booth #4410

Lighthouse Point, FL—Pura Botanica will exhibit for the first time at Expo East with an impressive showing of products certified by the Natural Products Association (NPA). The company recently received the Association's certification for its entire line of All-Natural Cleansing Bars, which now includes two new enticing scents—Peppermint Leaf and Herbal Tonic—that will be unveiled at the show. Peppermint Leaf is a refreshing and invigorating bar that blends the fresh scent of summer grass with mint. Nourishing Herbal Tonic is a soothing balance of organic lemongrass, rosemary, sage, and spearmint. In total, eight of Pura Botanica's products have met the NPA's stringent standards for ingredient purity, environmental safety and responsibility and overall sustainability and will adorn the NPA's seal of approval. All products are also Made in the USA.

In addition to the Cleansing Bars, Pura Botanica will have the following products on display at the show:

Freshly Minted Collection
All-natural bath and body care made with Shea butter, aloe vera, vitamins and fortifying natural oils, including invigorating mint. Pura Botanica will showcase its Freshly Minted Travel Kit, a TSA-Friendly collection of bath and body products, at the New Products Press Exposé, Thursday, September 26 from noon to 1 p.m., where a representative from the company will be on hand to discuss the product.

- True Shampoo helps maintain hair's shine and manageability with organic aloe and Shea butter. Eucalyptus washes away impurities, and Marula nut oil and wheat protein help strengthen hair.
- In Condition helps moisturize and invigorate the scalp and promotes hair growth.
- Body Beautiful Cleaner cleanses and helps moisturize with organic aloe and Shea butter.
- Lotion to Love leaves skin moist and supple with all-natural avocado, coconut and olive oils.

Three of the four products in the Freshly Minted Collection have NPA Certification.

- Lend a Hand Crème Smoother replenishes stressed skin with a silky blend of West African Shea butter, aloe vera, Vitamin E, and vanilla. The NPA-Certified lotion goes on without any greasy residue and has a subtle, natural scent that is perfect for men and women. A portion of the proceeds from sales of Lend a Hand are donated to the National Save the Sea Turtle Foundation.

- Media darling Botanic Bath Infusions are three-in-one bath therapies that combine mineral sea salts, therapeutic essential oils and signature blends of curative herbs and flowers in an all-natural

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formula that provides a restorative and incredibly relaxing bath experience. The patent-pending bags are convenient, mess-free and 100 percent biodegradable. The "tea bag"-like satchels keep residue from getting into the bath water, and they are free of synthetic preservatives, fragrances and dyes.

Botanic Bath Infusions available in four aromatic blends:

- Rosé Retreat combines pink Andean and Atlantic sea salts with calming rose and geranium.
- Lost in Lavender blends Andean sea salts from Bolivia with a soothing mix of lavender, chamomile and lemongrass.
- Moments in Mint is a restorative and invigorating blend of Atlantic sea salts, mint and eucalyptus.
- Pick Me Up is an awakening mix of Himalayan salts, orange and lavender.

Samples will be available at Pura Botanica's booth, #4410, at the Expo, which runs September 26-28, 2013 in Baltimore, Maryland.

About Pura Botanica

Pura Botanica makes luxurious, all-natural bath-and-body products and elegant, cruelty-free travel accessories inspired by the beauty of the natural world. Our passions run deep. We care about the ingredients that go into our products and how they sustain our wellness. We rely on time-tested formulas that lift the senses and the spirit. Pura Botanica aims to deliver simple joys in unexpected ways. Our products embody a way of life that supports organic ingredients and sustainable products. We are for people who want to turn everyday rituals, like taking a bath, into an indulgent experience that is a true sensory escape from the stresses of modern life. Pura Botanica offers customers a "passport to bliss" that can be tapped into anywhere, anytime. Visit Pura Botanica on the web at www.puraproducts.com, on Facebook at www.Facebook.com/PuraBotanica and on Pinterest @PuraMissBliss.

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Little is the New Big: Pura Botanica on Trend with Travel-Friendly Freshly Minted Travel Kit

Lighthouse Point, FL—Makers of the finest bath and body products have caught on that savvy travelers want to take the luxuries of home with them on the road. This means bath and body products. With this in mind, Pura Botanica joins top brands, including L'Occitane, Caudalie, Bliss and Fresh, in offering travel-friendly versions of their most popular products—face and body cleansers, body crèmes, shampoo, conditioner, suntan mist—that meet TSA's 3-1-1 guidelines for carrying on liquids, aerosols and gels and that will pass through the fussiest airport security checkpoints.

Pura Botanica takes the travel-size concept one step further with its Freshly Minted Travel Kit, an all-in-one collection of Natural Products Association (NPA) Certified All-Natural bath and body essentials that slips easily in and out of your luggage.

- Freshly Minted Travel Kit contains four TSA-approved, 2-ounce bottles of the Freshly Minted collection—True Shampoo, In Condition, Lotion to Love, Body Beautiful Cleanser.
- Sturdy, biodegradable bottles packed in a clear, lightweight and compact vinyl case that slips easily in and out of carry-on luggage for quick travel through security checkpoints.
- Same, familiar mint-infused formula means you can continue your daily bath and body regimen on the road. Never leave behind the luxuries of home.
- Suggested Retail Price: $25



Take the hassle out of your next trip and don't disrupt your morning bath regimen. Pack Pura Botanica's Freshly Minted Travel, Travel and Enjoy.

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Media Highlights 2012-2013

Health, Wellness, & Modern Green Living
organic spa MAGAZINE

Certified Natural Freshly Minted Collection chosen as online Editors' Pick for March/April, 2013.

Rosé Retreat Botanic Bath Infusion featured in March-April 2013 issue as Beauty-To-Go pick.



ESSENCE
fierce, fun and fabulous!

Lend a Hand Crème Smoother featured in *Essence* magazine's roundup of Cold-Weather Beauty Solutions.



happi
Household and Personal Products Industry

Household and Personal Products Industry features the Natural Products Association-certified Lend a Hand Crème Smoother.

PALM BEACH ILLUSTRATED

NAPLES ILLUSTRATED

Lost in Lavender Botanic Bath Infusion featured in a roundup of the hottest lavender products on the market in the February 2013 issues.



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Media Highlights 2012-2013

The Hollywood Reporter

Pura Botanica's Jewelry Travel Case featured in *Real Housewives of Beverly Hills* star Kyle Richards' new boutique Kyle by Alene Too.



Kyle Richards
Owner of Kyle by Alene Too

HUFF POST STYLE

Coverage of Pura Botanica products at 2012 MTV Movie Awards Swag Suite.

The Boca Raton observer
THE ESSENTIAL LIFESTYLE MAGAZINE

Profile of Pura Botanica Founder Christy Booth in September 2012 issue of *Boca Raton Observer.*



momlogic
What Moms Are Talking About

Feature on company founder Christy Booth.

toofab

Jewelry Attaché featured in site giveaway.
Botanic Bath Infusions and Just Because Candle Set featured in TooFab's 2012 Holiday Giveaway.



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Pura Botanica FAQ

What is Pura Botanica?
Pura Botanica is a producer of luxurious bath-and-body products and elegant, cruelty-free travel accessories. Pura Botanica's products embody a way of life that supports organic ingredients and sustainable products; it is for people who want to turn everyday rituals, like taking a bath, into an indulgent experience that is a true sensory escape from the stresses of modern life. Pura Botanica offers customers a "passport to bliss" that can be tapped into anywhere, anytime.

How eco-friendly are the products?
Each bath-and-body product is sustainably harvested and made of at least 98 percent truly natural ingredients. Every product is made without sulfates, parabens, synthetic perfumes or fragrances or phthalates. In fact, a number of Pura Botanica's products have been certified by the Natural Products Association, the largest and oldest non-profit organization in the country for the natural products industry. Pura Botanica makes every effort to use recycled or recyclable packaging and to honor PETA's code of ethics in all stages of product development.

What are the products?

Freshly Minted Collection
This new line of luxurious hair and bath-and-body products will cleanse, condition, and moisturize your precious hair, scalp, and skin with a selection of fine, nature-derived ingredients including soothing aloe vera, moisturizing shea butter, Jojoba and Marula Nut oils, and invigorating mint. The shampoo, cleanser, and lotion have been certified by the Natural Products Association based on that organization's ingredient, safety, responsibility, and sustainability standards. Naturally, all products are free of sulfates, parabens, synthetic preservatives or fragrance, and phthalates. *Organic Spa Magazine* selected the Freshly Minted Travel Kit as an Editor's Pick.

- True Shampoo
- In Condition
- Body Beautiful Cleanser
- Lotion to Love

Bath and Body

- Natural Products Association-Certified Cleansing Bars in Chai Vanilla, Spiced Citrus, Peppermint Leaf, and Herbal Tonic Scents.
- Botanic Bath Infusions, a three-in-one bath therapy made of mineral sea salts, essential oils, and curative herbs and flowers. Available in four scents: Lost in Lavender, Moments in Mint, Pick Me Up, and Rosé Retreat.

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- Lend a Hand Crème Smoother, which has met the ingredient, safety, environmental, and sustainability standards of the Natural Products Association. Pura Botanica donates a portion of proceeds to the National Save the Sea Turtle Foundation, which helps preserve the fragile sea turtle ecosystem along Florida's Atlantic coastline where the company is based.

Travel and Gifts
Pura Botanica's line of chic, cruelty-free Travel Accessories keeps all of your documents, jewelry, and other travel essentials in their place and perfectly organized. Made from luxurious, faux ostrich material and available in Black, Brown, Tan, and Cream. The line includes:

- Document Organizer
- Essentials Pouch
- Jewelry Travel Case
- Luggage Tag

Just Because Candles
Fragrant aromatherapy candles provide an instant sensory escape in a small, elegant package. They are made with 100 percent cosmetic-grade soy wax infused with natural essential oils. Available in a recycled and reusable 6.7-oz. glass jar with up to 50 hours of burning time and a 3-oz. travel tin with up to 21 hours of burning time. Available in four scents: Fulfill Mint, Oh-So-Citrus, Sweet Chai, and Tea Garden.

Where are they sold?
The Pura Botanica collection is sold in specialty boutiques, high-end resorts, and online at www.puraproducts.com. Retail prices range from $7 to $185.

About the Founder
Christy Booth is a married mother of two, a passionate world traveler, and a seeker of authentic experiences. Booth founded Pura Botanica in 2008 to bring all-natural bath-and-body products and luxurious, cruelty-free travel accessories made from ingredients sourced from around the globe to the market. Her mission says it all:

"Pura Botanica is inspired by the beauty of the natural world. We have taken this beauty, peace, pleasure, and intrigue and turned it into a line of little luxuries. Our passions run deep. We care about the ingredients in our products and how they sustain our wellness. We rely on time-tested formulas that lift the senses and the spirit. From beguiling treasures collected from all corners of the globe to the purest ingredients sourced directly from nature, Pura Botanica delivers simple joy in unexpected ways. In a world rich with secrets, we seek to share the most transcendent of finds and to provide a passport to bliss."

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Booth believes that it isn't enough to create wonderful products. She also believes in being a good environmental steward and a responsible corporate citizen. Pura Botanica donates a portion of the proceeds from the best-selling Lend a Hand Crème Smoother to the National Save the Sea Turtle Foundation, which helps preserve the fragile sea turtle ecosystem along Florida's Atlantic coastline where the company is based. Booth works hard to ensure that the company's claim to use all-natural or organic ingredients in its products is not just green washing. A number of Pura Botanica's products have met the stringent ingredient, environmental, and sustainability standards set by the Natural Products Association.

How can I find out more?
Keep up-to-date on the latest Pura Botanica news, events, and product offerings on the company's website, www.puraproducts.com, on Facebook at www.facebook.com/PuraBotanica, on Pinterest at www.Pinterest.com/PuraMissBliss, and on Twitter as @PuraBotanica. Founder Christy Booth blogs as Miss Bliss at *The Pura Post* where she writes about her inspirations, experiences as a world traveler, her passion, and charitable work.

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Awards

- I.C.M.A.D. (Independent Cosmetic Manufacturers & Distributors): 2013 Cosmetic Innovator of the Year Finalist
- I.C.M.A.D. 2012 Cosmetic Innovator of the Year (CITY) Awards Nominee
- 100 Outstanding Women of Broward County, 2012
- AmericasMart Atlanta: 2012 Best of Floor Award for Outstanding Visual Display

Affiliations

- Natural Products Association
- Independent Cosmetic Manufacturers and Distributors
- PETA (People for the Ethical Treatment of Animals)
- Cosmetic Executive Women

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Freshly Minted

Invigorating NPA-Certified All-Natural Hair & Body Care

Refreshing mint-infused line made from organic whole-leaf aloe, shea butter and peppermint essential oil.

Suggested Retail Price:
$14 for 8-ounce bottle
$25 for set of four TSA-Friendly 2-ounce bottles

Products Available:

- True Shampoo
- In Condition
- Body Beautiful Cleanser
- Lotion to Love



Freshly Minted Body Combo Set

Mint-Infused Gift Set Protects Precious Skin All Year Long

Peppermint-infused lotion and body cleanser remove dead winter skin and maintain much-needed moisture.

Suggested Retail Price:
$25 for set of two 8-ounce bottles



Freshly Minted Hair Combo Set

Mint-Infused Shampoo and Conditioner Keep Hair Healthy & Beautiful

All-natural, mint-infused formula helps maintain hair's manageability and shine while invigorating the scalp with essential oils and vitamins.

Suggested Retail Price:
$25 for set of two 8-ounce bottles



Lend a Hand Crème Smoother

NPA-Certified Crème

Replenish stressed skin instantly with healing shea butter, aloe, vitamin E and vanilla. Ideal for men and women.

Suggested Retail Price:
$12 for 1.5-ounce tube



Botanic Bath Infusions

3-in-1 Bath Therapy Made from Natural Sea Salts, Essential Oils & Curative Herbs

Steep in a moment of pure bliss with healing sea salt bath blends.

Suggested Retail Price: $28 for set of 3

Available in Four Scents:

- Rosé Retreat (shown)
- Lost in Lavender
- Moments in Mint
- Pick-Me-Up



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All-Natural Cleansing Bars

Natural Glycerin Bars Clean and Moisturize Skin with Essential Oils

Elevate bathing with four unique formulations made from organic ingredients and essential oils that nourish skin and leave behind a soft, lingering scent.

Suggested Retail Price: $7 for 4.35-ounce bar

Available in Four Scents:

- Chai Vanilla (shown)
- Spiced Citrus
- Peppermint Leaf
- Herbal Tonic



Scent-A-Mint Gift Set

Spread the Merri-Mint this Holiday Season

Share the healing, restorative properties of organic mint with this all-in-one gift set that includes Freshly Minted Travel Kit, Moments in Mint Botanic Bath Infusion & Fulfill Mint Candle Tin.

Suggested Retail Price:
$50



Bath Ritual Gift Set

Like a Day at the Spa in the Comfort of your Own Home

Show the ones you love they deserve pampering.This gift set includes all the makings of a relaxing day at the spa. Moments in Mint Botanic Bath Infusion, Tea Garden Soy Candle Jar, Freshly Minted Travel Kit & Peppermint Leaf All-Natural Cleansing Bar.

Suggested Retail Price:
$60



Just Because Candles

100% Soy Candles

Cosmetic-grade soy wax infused with natural essential oils provides instant sensory therapy.

Suggested Retail Price:
Glass Jars: $28 (up to 50 hours of burning time)
Travel Tins: $13 (up to 21 hours of burning time)

Available in Four Scents:

- Fulfill Mint (shown)
- Oh-So-Citrus
- Sweet Chai
- Tea Garden



Just Because Candle Set

Three Soy Candles in Beautiful Jars Make a Perfect Gift

Three of our Just Because scented candles boxed in a beautiful keepsake box.

Suggested Retail Price: $75

Set Includes:

- Fulfill Mint
- Oh-So-Citrus
- Sweet Chai



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Pura Botanica Freshly Minted Collection
FACT SHEET

Freshly Minted, the newest line of luxurious hair and bath-and-body products, cleanses, nourishes, and moisturizes precious hair, scalp, and skin with a selection of fine, nature-derived ingredients. The shampoo, cleanser, and lotion are certified by the Natural Products Association based on ingredient, safety, environmental, and sustainability standards. The products are free of sulfates, parabens, synthetic preservatives or fragrance, and phthalates.

- **True Shampoo** helps maintain shine and manageability with organic aloe and shea butter. Vitamins E, B5, and wheat protein strengthen.
- **In Condition** helps moisturize and invigorate the scalp with Marula nut, jojoba seed and peppermint oils.
- **Body Beautiful Cleanser** cleanses and helps moisturize with organic aloe and shea butter.
- **Lotion to Love** helps leave skin moist and supple with all-natural avocado, coconut, and olive oils.

Availability:
The Pura Botanica collection sells in select stores and online at www.puraproducts.com.

Suggested Retail Prices:
8-oz. bottle, $14; available in TSA-Friendly travel set with four 2-oz. bottles, $25

Certifications:



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Pura Botanica All-Natural Cleansing Bars
FACT SHEET

All-Natural Cleansing Bars elevate the bathing experience with four unique formulas certified by the Natural Products Association. The bars are made from organic ingredients and essential oils that nourish the skin and leave behind an irresistible, softly-lingering scent.

- **Chai Vanilla** combines sweet spices and finely ground vanilla beans in a gentle, exfoliating bar.
- **Spiced Citrus** cleanses sensitive skin gently with essential orange oils.
- **Peppermint Leaf** refreshes and invigorates with the fresh scent of summer grasses blended with mint and menthol.
- **Herbal Tonic** nourishes skin with a remarkable blend of organic lemongrass, rosemary, sage, and spearmint.

Availability:
The Pura Botanica collection sells in select stores and online at www.puraproducts.com.

Suggested Retail Price:
4.35-oz. bar, $7

Certifications:



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Pura Botanica Just Because Candles
FACT SHEET

Just Because Candles are made with 100 percent cosmetic-grade soy wax infused with natural essential oils. They come in four amazing scents that provide instant sensory therapy:

- **Fulfill Mint** is scented with native Australian eucalyptus and mint that provide a brilliant, uplifting respite.
- **Oh-So-Citrus** takes you to the sun-drenched shores of the Mediterranean with its signature sweet blend of Portuguese oranges, lavender, and geranium.
- **Sweet Chai** is an intoxicating blend of exotic, warming spices that evokes the sights and scents of a bustling Indian marketplace.
- **Tea Garden** will evoke the serenity of a traditional Chinese tea ceremony right in the comfort of your own home.

Features:
Available in a 6.7 oz. recycled and reusable glass jar (4-3/4" x 3-1/4" x 3-5/16") with a burning time of up to 50 hours. 3.0-oz. travel tins (4-3/4" x 3-1/4" x 3-5/16") have a burning time of up to 21 hours. Available as a gift set featuring three 6.7-oz. candles—Fulfill Mint, Sweet Chai and Oh-So-Citrus—nestled in a beautiful keepsake box.

Availability:
The Pura Botanica collection sells in select stores and online at www.puraproducts.com.

Suggested Retail Prices:
Glass jars, $28; travel tins, $13; gift set, $75

Certifications:

cruelty free

MADE IN USA



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Pura Botanica Botanic Bath Infusions
FACT SHEET

Botanic Bath Infusions are three-in-one bath therapies that combine restorative mineral sea salts, fragrant essential oils, and curative herbs and flowers in an all-natural formula that provides an incredibly relaxing bath experience. Patent-pending bags keep residue from getting into water. Available in four aromatic blends:

- **Rosé Retreat** combines pink Andean and Atlantic sea salts with calming rose and geranium.
- **Lost in Lavender** blends Andean sea salts from Bolivia with a soothing mix of lavender, chamomile, and lemongrass.
- **Moments in Mint** is a curative, invigorating fusion of Atlantic sea salts, mint, and eucalyptus.
- **Pick Me Up** is an awakening mix of Himalayan salts, orange, and lavender.

Packaging:
Botanic Bath Infusions are enclosed in convenient, mess-free, 100 percent biodegradable pouches. Free of synthetic preservatives, fragrances, or dyes.

Availability:
The Pura Botanica collection sells in select stores and online at www.puraproducts.com.

Suggested Retail Price:
Boxed set of three 3.6-oz. bags, $28

Certifications:

cruelty free

MADE IN USA



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Pura Botanica Lend a Hand Crème Smoother
FACT SHEET

Lend a Hand Crème Smoother replenishes stressed skin with a combination of West African shea butter, soothing aloe vera, Vitamin E, and vanilla, leaving the most hard-working hands soft and supple. Lend a Hand Crème Smoother is made from all-natural ingredients and is certified by the Natural Products Association. The silky lotion is formulated to absorb quickly and last for hours. A subtle, natural scent makes it perfect for men and women. Pura Botanica donates a portion of the proceeds from sales of Lend a Hand Crème Smoother to the National Save the Sea Turtle Foundation, which helps to preserve the fragile sea turtle ecosystem along Florida's Atlantic coastline where the company is based**.**

Availability:
The Pura Botanica collection sells in select stores and online at www.puraproducts.com.

Suggested Retail Price:
1.5-oz., $14

Certifications:

crueltyfree

MADE IN USA

NATURAL PRODUCTS ASSOCIATION CERTIFIED



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