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 as All-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 animal treatment 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.

Passport to Bliss®

Pura Botanica - 1715 Banks Road, Margate, Florida 33063
www.purabotanica.com • info@puraproducts.com • Phone: (844) 235-0215 • Fax: (954) 418-2189

Pura Botanica FAQ

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 sells in select stores 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 the spring of 2009 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.

The company launched its first account at the Ritz-Carlton Resort & Spa near the company's headquarters in coastal Florida.

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THE COMPANY 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."*

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 Facebook.com/PuraBotanica, Instagram at Instagram.com/purabotanica, on Pinterest at 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.

AWARDS

- **Beauty with a Conscience** Award by Natural Solutions Magazine: Rose Retreat Botanic Bath Infusion, 2014
- **Cosmetic Innovator of the Year** Award by (CITY) Finalist: Botanic Bath Infusions, 2013
- **Beauty with a Conscience** Award by Natural Solutions Magazine Finalist: Lend a Hand Crème & Botanic Bath Infusion
- **Outstanding Visual Display** Award by AmericasMart, 2012
- **100 Outstanding Women of Broward County** Award, 2012

AFFILIATIONS

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

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Media Highlights

2014 ns BEAUTY with a CONSCIENCE Awards

Pura Botanica's Rose Retreat Botanic Bath Infusions was awarded the Beauty with a Conscience Award by **Natural Solutions Magazine**



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



The Palm Beacher

Gold Coast The Magazine of South Florida

Pura Botanica featured as Local Luxury pick for Freshly Minted Collection.

Jupiter Magazine





The Boca Raton Observer — The Essential Lifestyle Magazine

Profile of Pura Botanica Founder Christy Booth featured in an issue of Boca Raton Observer.

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Media Highlights

Delicious Living Magazine's Beauty Awards
Botanic Bath Infusions are loved as a 'Bathroom Staple' by Delicious Living Magazine

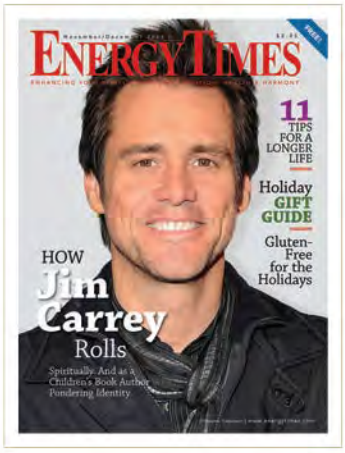


Mother Earth Living
Botanic Bath Infusions Box Set featured as earth-friendly ideas for gift-giving inspiration.



Energy Times - Botanic Bath Infusions featured in Holiday Gift Guides





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Hair & Body

FRESHLY MINTED
Invigorating NPA-Certified All-Natural Hair & Body Care

Refreshing mint-infused line made with 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

Cleansing Bars

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 • Spiced Citrus • Peppermint Leaf • Herbal Tonic

Botanic Salt Soaks

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

3-in-1 bath therapy made from natural sea salts, essential oils & curative herbs

AVAILABLE IN FOUR SCENTS:

- Rosé Retreat
- Pick-Me-Up
- Moments in Mint
- Lost in Lavender

SUGGESTED RETAIL PRICE:

- $10 single pack
- $28 for set of 3



Tote Bag

REUSABLE TOTE BAG
Eco-Friendly & Sustainable Canvas

SUGGESTED RETAIL PRICE:

- $5.00 Per Tote



Hand Creme

LEND A HAND CRÈME SMOOTHER

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

SUGGESTED RETAIL PRICE:

- $12 for 1.5-ounce tube



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Hair & Body Combo Sets

FRESHLY MINTED BODY COMBO SET

Mint-Infused Gift Set Protects Precious Skin All Year Long



Peppermint-infused lotion and body cleanser removes dead skin cells and maintain much-needed moisture.

SUGGESTED RETAIL PRICE:
- $25 for set of two 8-ounce bottles

FRESHLY MINTED HAIR COMBO SET

Mint-Infused Shampoo & Conditioner



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

SUGGESTED RETAIL PRICE:
- $25 for set of two 8-ounce bottles

Mint Infused Bath Gift Set

Gift set includes one of each:

- Mint infused botanic bath salts (single use, 3.6 oz.)
- Moments in Mint 100% soy candle travel tin (3 oz.)
- TSA friendly size 'Freshly Minted' Lotion to Love & Body Beautiful Cleanser (2.5 oz each)

SUGGESTED RETAIL PRICE: $35



Aromatherapy Bath Gift Set

Spoil your loved one with a luxurious day of relaxation.

The invigorating scent of fresh mint refreshes and clears the mind and is a known stress reducer. It is one of our favorite scents.

AROMATHERAPY BATH SET INCLUDES:

- All-Natural Cleansing Bar (4.35oz./120g)
- Botanic Bath Infusions (3-3.6oz./102g Bags)
- Soy Candle Jar (10.8oz./306g)

SUGGESTED RETAIL PRICE: $65

3 AROMATIC SCENTS: Mint • Floral • Citrus



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 (6.7 oz.)
- Travel tins: $13 (3.0 oz.)



CANDLE GIFT SET

Three 100% soy wax candles in a beautiful keepsake box.

SUGGESTED RETAIL PRICE:
- $75 (3-6.7 oz.)



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Jewelry Travel Case

Faux ostrich exterior with faux suede interior

4 COLORS AVAILABLE:
- #20100 -Tan
- #20200 - Brown
- #20300 - Cream
- #20400 - Black

DIMENSIONS:
- 11.25"h x 6.625"w x 2.25"d (closed)

SUGGESTED RETAIL PRICE:
- $185





Essentials Pouch

Faux ostrich exterior with faux suede interior

4 COLORS AVAILABLE:
- #21100 - Tan
- #21200 - Brown
- #21300 - Cream
- #21400 - Black

DIMENSIONS:
- 5.5"h x 7.5"w

SUGGESTED RETAIL PRICE:
- $18



Document Organizer w/ Luggage Tag Set

Faux ostrich exterior & interior

4 COLORS AVAILABLE:
- #22150 - Tan
- #22250 - Brown
- #22350 - Cream
- #22450 - Black

DIMENSIONS:
- Document organizer: 9.875"h x 5.125"w (closed)
- Luggage tag: 3.75"h x 2.5"w

SUGGESTED RETAIL PRICE: $80





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Product Fact Sheet

Botanic Bath Infusions – Bath Salts

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.

BATH SALT SINGLE PACKS



Availability:

The Pura Botanica collection sells in select stores and online at www.purabotanica.com.

Suggested Retail Prices:

Single pack $10
Boxed set if three 3.6-oz. bags, $28

Certifications:

cruelty free

VEGAN

MADE IN USA

PETA-APPROVED VEGAN

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Product Fact Sheet

Just Because Soy Candles

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 to 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 far east 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 (1-3/4" x 2.44" x 2.44") 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.purabotanica.com.

Suggested Retail Prices:

Glass jars, $28; travel tins, $13; jar gift set, $75

Certifications:

cruelty free

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Product Fact Sheet

All-Natural Cleansing Bars

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.purabotanica.com.

Suggested Retail Prices:

4.35-oz. bar, $7

Certifications:

cruelty free

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Product Fact Sheet

Hair & Body Care – Freshly Minted Collection

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.purabotanica.com.

Suggested Retail Prices:

8-oz. bottle, $14; available in TSA-friendly travel set with four 2-oz. bottles, $25

Certifications:

cruelty free

Natural Products Association Certified

MADE IN USA

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Product Fact Sheet

Lend a Hand Crème Smoother

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 hardest 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; leaves no greasy feeling.

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.purabotanica.com.

Suggested Retail Prices:

1.5-oz. tube, $10

Certifications:

cruelty free

NATURAL PRODUCTS ASSOCIATION CERTIFIED

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Product Fact Sheet

Travel Accessories

Travel in style like a seasoned jetsetter with Pura Botanica's chic, cruelty-free Travel Accessories that keep everything in its proper place and perfectly organized. Made with cruelty-free faux ostrich exterior and faux suede interior. Available in four rich colors: Black, Brown, Tan, and Cream.

- **ESSENTIALS POUCH** holds all of life's little necessities: lip balm, hand cream, breath mints, and lipstick in a smart, lightweight carrier.
- **JEWELRY TRAVEL CASE** stows jewelry and accessories in a convenient clutch with roomy compartments, easy-access points, and sensible-chic construction featuring soft-as-suede linings that protect precious items from scratching.
- **TRAVEL DOCUMENT ORGANIZER** secures passports, tickets, reservations, and other vital travel papers in one sophisticated case.
- **LUGGAGE TAGS** let you mark your luggage in style.

Availability:

The Pura Botanica collection sells in select stores and online at www.purabotanica.com.





Suggested Retail Prices:

Travel document organizer, $70; essentials pouch, $18; jewelry travel case, $185; luggage tag, $13; travel document organizer & luggage tag set, $80



Certifications:

cruelty free

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Press Release

Individual Aromatherapy Bath Salt Sachets Perfect for Travel, Gifting & Spa at Home

PURA BOTANICA UNVEILS SINGLE-USE 3-IN-1 BOTANIC BATH SALTS AT NATURAL PRODUCTS EXPO EAST AT BOOTH #4514

Lighthouse Point, FL—Pura Botanica exhibits for the second time at Natural Products Expo East with an expanded product line, including a new product introduction just in time for the busy holiday travel and gifting season. Inspired by the success of the popular Botanic Bath Infusions—and at the request of many retailers and customers—Christy Booth, President of Pura Botanica, developed a single-use Botanic Bath Salt sachet.

"Botanic Bath Infusions are our flagship product and one of our most popular," says Booth. "We wanted to evolve the product to give our customers more flexibility and we came up with this single-use sachet with all-new, custom-designed packaging. These are perfect for travel and make gorgeous, thoughtful gifts. They also let you try each scent so that you can choose your favorite."



Botanic Bath Infusion Singles are single-use aromatherapy bath salt sachets packaged in a beautiful, bright and cheery gift box. This just-launched product is available for sale online and in select spas, retailers and boutiques across the country. Botanic Bath Infusion Singles are perfect for gifts for bridal parties, mothers and mothers-in-law, host and hostess thank yous, holiday stocking stuffers, Hanukkah and teacher gifts, and for the frequent traveler. Each box contains hand-sewn, mess-free soilon sachet with a special blend of skin softening and moisturizing sea salts, curative dried herbs and flowers and organic essential oils. Studies have shown that pure sea salt combined with natural essential oils can promote calmness, relaxation and soothe sore muscles. An aromatherapy bath soak can also encourage sound, restful sleep at night.

Available Scents:

- **ROSÉ RETREAT** combines pink Andean and Atlantic sea salts with calming rose and geranium. **Ingredients:** Andes Rose Salt, Atlantic Sea Salt, Epsom Salt, Rose Flowers, Geranium Oil, Rosewood Oil, Palmarosa Oil*, Ylang Ylang Oil, Rose Absolute, Lavender Oil, and Baking Soda in a 100% biodegradable soilon pouch.

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Press Release

- **MOMENTS IN MINT** is a curative, invigorating fusion of Atlantic sea salts, mint, and eucalyptus. Ingredients: Atlantic Sea Salt, Pacific Sea Salt, Epsom Salt, Eleuthero Root Ginseng*, Licorice*, Milk Thistle*, Burdork Root*, Rooibos*, Peppermint Leaf*, Peppermint Oil, Lavendin Oil*, Eucalyptus Oil*, Geranium Oil, Cedarwood Oil, and Baking Soda in a 100% biodegradable soilon pouch.

- **PICK ME UP** is an awakening mix of Himalayan salts, orange, and lavender. Ingredients: Himalayan Salt, Epsom Salt, Green Rooibos*, Orange Peel*, Sweet Orange Oil, Lavender Oil, Citrus Petitgrain Oil*, Blood Orange Oil, and Baking Soda in a 100% biodegradable soilon pouch.

- **LOST IN LAVENDER** lends Andean sea salts from Bolivia with a soothing mix of lavender, chamomile, and lemongrass. Ingredients: Andes Rose Salt, Epsom Salt, Chamomile Flowers, Lemongrass*, Lavender Flowers*, Bergamot*, Lavender Oil, Chamomile Oil, Rosewood Oil, Sweet Orange Oil*, Petitgrain Oil*, Bergamot Oil, Palmarosa Oil*, and Baking Soda in a 100% biodegradable soilon pouch.

SUGGESTED RETAIL PRICE: $10 for one box

*Certified Organic

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 Facebook.com/PuraBotanica, Instagram at Instagram.com/purabotanica, on Pinterest at Pinterest.com/puramissbliss and on Twitter as @PuraBotanica.

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Press Release

Pura Botanica Products Featured in ABC's DANCING WITH THE STARS On-Set Product Lounge

ALL-NATURAL BATH & BEAUTY PRODUCT COMPANY, PURA BOTANICA, WILL PRESENT A CUSTOM "PASSPORT TO BLISS" GIFT SET IN THE ON-SET PRODUCT LOUNGE OF ABC'S DANCING WITH THE STARS.

Lighthouse Point, FL— Pura Botanica is excited to announce that the Pura product lines was on the set of the hit show, ABC's DANCING WITH THE STARS. Offering a custom "Passport to Bliss" Gift Set, Pura Botanica included their new Botanic Bath Infusion Singles, the perfect prescription for tired feet and achy muscles. This 3-in-1 therapy combines restorative sea salts, soothing essentials oils, curative herbs and flowers in a single-bath, mess-free satchel (pouch) that's sure to bring a blissful smile to even the most fatigued bathers.

On the heels of recently releasing Botanic Bath Infusion singles, this news is another exciting step in the growth of Pura Botanica. Founder Christy Hierholzer commented, "We are thrilled to be included in such a wonderful production. Our all-natural products are perfect for the recovery process needed after all those hours on the dance floor. Specifically, our cleansing bar and botanic bath infusions will help restore tired muscles, while engaging the senses for a relaxing and rejuvenating experience."

With multiple scents and therapies available, Pura products can help rejuvenate sore muscles, flush out toxins, and restore health. Having a part in the DANCING WITH THE STARS experience is a great synergy to Pura Botanica's goals and will offer an all-natural solution to help keep the participants and dancers all performing at their best.



Lea Thompson is holding a Just Because travel tin candle



Alfonso Ribeiro from Dancing With the Stars

ABOUT PURA BOTANICA

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PRESS RELEASE

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 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.

Passport to Bliss®

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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 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 & 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.on.

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 Facebook.com/PuraBotanica, Instagram at Instagram.com/purabotanica, on Pinterest at Pinterest.com/puramissbliss and on Twitter as @PuraBotanica.

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Little is the New Big: Pura Botanica on Trend with TSA-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 the 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 carry-on luggage.

- Freshly Minted Travel Kit contains four TSA-friendly, 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 all-natural 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 familiar, bath regimen. Pack Pura Botanica's Freshly Minted Travel Kit. Pack, Travel and Enjoy.

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Help Pura Botanica Make a Difference this Mother's Day

Lighthouse Point, FL - Show Mom how much you care this Mother's Day, and help make the day one to remember for thousands of children at the Boys and Girls Clubs of Broward County, BGCBC, by purchasing Pura Botanica's special Mother's Day Gift Set.

This year's gift set includes luxurious, all-natural bath and body-care products to help give mom a little more of what she needs most...relaxation, rest, and rejuvenation; and Pura Botanica will donate ALL proceeds to the Boys and Girls Clubs of Broward County for every gift set sold.



2015's beautiful set contains Moments in Mint 3-in-1 Bath Therapy Botanic Salts (set of three), Peppermint Leaf Certified All-Natural Cleansing Bar, Freshly Minted Body Beautiful Cleanser & Lotion to Love, and a Fulfill Mint 100% Soy Travel Candle Tin.

The artwork on this year's Gift Box was created by the kids at the 12 clubs around Broward County. When, the children were asked the question: What does Mother's Day mean to you? There was an amazing response. (See all 11 finalists on Pinterest) The artwork is indeed magical and inspirational.

BOYS & GIRLS CLUBS
OF BROWARD COUNTY

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"Last year we met our fundraising goal, and we are hoping this year is even more successful in raising funds for this program and some of our other ongoing efforts with BGCBC."
said Christy Hierholzer, President, Pura Botanica.

"Watching the kids pick out their gifts each year for their moms on Mother's Day is very rewarding, and Pura Botanica plans to continue to help our local community with programs like this."

Each year, funds raised by Pura Botanica help give thousands of local kids the ability to give their mom's gifts, typically they would not be able to afford. The annual program also receives generous product donations from local businesses.

Reach out to your local Broward County Boys and Girls Club if you can help with this year's giving effort, or contact Marsha Williams, Program Coordinator of Club Operations, at (954) 335-0946.

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Pura Botanica's Rose Retreat Botanic Bath Infusion Selected for the Beauty with a Conscience Award

NATURAL SOLUTIONS MAGAZINE HAS CHOSEN THE ROSE RETREAT BOTANIC BATH INFUSION FROM PURA BOTANICA FOR A BEAUTY WITH A CONSCIENCE AWARD.

Lighthouse Point, FL—Pura Botanica is excited to announce that the Rose Retreat Botanic Bath Infusion was selected by Natural Solutions Magazine for their "Beauty with a Conscience" award. Unlike other beauty magazines and awards, the Beauty with a Conscience award doesn't allow or test any products that contain known hormone disruptors, carcinogens, skin or respiratory irritants, or environmental hazards. Earning this award speaks to Pura Botanica's extremely high standards for health and purity.

With over 45 unacceptable ingredients, Natural Solutions Magazine ensure that the utmost quality is met within their Beauty with a Conscience award. These unacceptable ingredients include parabens, phthal¬ates, synthetic dyes and fragrances, sulfates, petroleum derivatives, and a host of other harmful ingredients often found in conventional beauty products.

Available in box sets or singles, Pura Botanica's bath infusions are a great option to sooth your senses both at home and on-the-go. Rosé Retreat combines pink Andean and Atlantic sea salts with calming rose and geranium. It is romance and relaxation in a soothing bath that not only releases stress and toxins, but also brightens skin and mood.

Pura Botanica's Rose Retreat Bath Infusions can be purchased online at www.puraproducts.com along with three other sensational varieties of aromatherapy and therapeutic benefits. These include Lost in Lavender, Moments in Mint, and Pick Me Up. Pura Botanica is proud to be a part of such a prestigious award and be a part of the natural beauty community that is focused upon health, purity, and happiness.

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