



Chillessence™  
be great™ to yourself™

Organic Personal Care + Natural Accessories for Body & Home

## FOR IMMEDIATE RELEASE

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### **Chillessence™, Supplier of Organic, Natural Bodycare Products and Accessories, Supports Green, Healthy Living**

*The Chillessence™ website, [www.chillessence.com](http://www.chillessence.com), is a source for green products and information. In answer to growing consumer concerns about dangers to the body and the planet from every day, seemingly harmless items like shampoo and plastic bottles, Chillessence, an organic, natural body care products and accessories company, is launching two new product lines: be great™, a natural, organic line of body lotions and soaps, as well as natural jewelry collections inspired by sustainable resources on our planet. The company takes an investigative approach to each and every ingredient used in their product lines and openly shares this information with customers, pledging that the ingredients listed on the product labels are the only ones used in the products. Through its website, Chillessence is also an information resource for anyone looking to live a greener, healthier life. Chillessence believes that eco-friendly living can also be beautiful and encourages customers to be great to themselves and to the planet.*

**PENNINGTON, NJ, APRIL 9, 2008** — Recent news headlines have alarmed consumers with information that seemingly harmless items, such as baby shampoo and plastic bottles, may be polluting their bodies and the environment, leaving them to question which products are actually safe to use.

In answer to this consumer need for trusted products and information, Chillessence™, an all-natural wellness and beauty company, announces the launch of its first product line: be great™, a natural and organic line of body lotions and soaps. Much of what touches the skin is also absorbed in to the body so **be great™** products are made without artificial, toxic or potentially harmful ingredients. Through research and information provided at the Chillessence website, customers are given the reassurance that the ingredients in these products will beautify and nourish the skin, without harming the body or the planet. Also on the website, Chillessence will share perspectives and new information on safe, green living through its monthly newsletter, Greenspectives™, also available at [www.greenspectives.com](http://www.greenspectives.com).

According to The Green Guide website, found at [www.thegreenguide.com](http://www.thegreenguide.com), "the average adult uses nine personal care products a day, with roughly 120 chemicals spread among them, many of which are incompletely tested for toxicity." Consumers must proceed with caution, even with brands advertising themselves as natural, botanical or organic, as these may still contain harmful ingredients. Chillessence takes an investigative approach to each and every ingredient used in their product lines and openly shares this information with customers, pledging that the ingredients listed on the product labels are the only ones used in the products.

Chillessence is further celebrating its commitment to health and the environment with its stylish, natural jewelry collections, Earth+Sky, Plantation and Sea, inspired by sustainable resources on our planet. Crafted with natural, non-toxic and abundant materials, such as sterling silver and gold and other sources bountifully found in nature, like wood, coffee beans and natural stones, each piece of handmade jewelry is a unique work of art that emphasizes the beauty of eco-friendly living. One-of-a-kind designs and collections will be added regularly. Chillessence natural jewelry and be great™ products will be sold through the [www.chillessence.com](http://www.chillessence.com) and through resellers.

Chillessence continues its dedication to the environment by using recycled and recyclable packaging and shipping materials for all of its products, which are never tested on animals. A portion of Chillessence's proceeds will be donated to like-minded charities, including Co-op America, a non-profit organization that supports the Chillessence corporate citizenship policy of healthy living that benefits the individual and the world.

**About Chillessence™:** *Chillessence™ is a web-based company specializing in organic and natural personal care products and eco-friendly accessories. Featuring be great™ body and skin care goods and handcrafted, natural jewelry as its first two product lines, Chillessence encourages customers to "be great to yourself" and, by extension, to our planet. Because much that touches the skin is absorbed into the body, Chillessence pledges to provide consumers with natural, eco-conscious, non-toxic products and accessories. The Chillessence website, available at [www.chillessence.com](http://www.chillessence.com), is also an information resource for anyone looking to live a healthier and greener life.*

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