



Sh Essential Beauty, LLC
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FOR IMMEDIATE RELEASE

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Sh Essential Beauty, LLC to launch the first Chinese medicine based skin care line made with organic and all natural ingredients in September 2007.

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Sh Essential Beauty products' combine the ancient philosophy and ingredients of Traditional Chinese Medicine (TCM). Using natural, organic ingredients with Chinese medicine principles provides a unique offering in the skincare marketplace. The development of these products grew from a desire to provide a holistic skincare rejuvenation treatment system for a growing population of consumers interested in natural, organic ingredients and paraben free products. Sh Essential Beauty products are formulated with Chinese herbs which have been used in Chinese medicine skin rejuvenation treatments for centuries and are 100% natural with no synthetic additives. Sh Essential Beauty products are uniquely positioned in the growing anti-aging skincare market by offering an innovative coupling of Chinese medicine principles with anti-aging ingredients. The product line promotes beauty from the inside out.

Sh Essential Beauty currently sells 12 different products suitable for all skin types: Three types of Sugar Scrubs; Herbal Bath Salts; Herbal Lip Balm; Cuticle Butter; Facial/Body/Foot Serums; Facial Toner; Washing Grains and Room Spray.

Sh Essential Beauty was founded by Laura Kauffmann and Beth Hooper, Licensed Acupuncturists and Board Certified Herbalists who hold Master's degrees in Traditional Chinese Medicine and maintain private practices in Manhattan.

For more information contact Laura Kauffman or Beth Hooper at sheessentialbeauty.com or 1-866-502-3736.