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FOR IMMEDIATE RELEASE

DoshaCare's Sakala Ama Release Tonic Helps Summer Skin Shine

-- Company highlights benefits of mechanical, non-mechanical exfoliation --

Torrance, Calif. – March 1, 2010 – DoshaCare announced today its prescription for Summer, featuring its pioneering Sakala Ama Release Tonic as part of a complete exfoliation system. As one of the first *non-mechanical* exfoliating products on the market, this multi-purpose natural and organic product has a little something for everyone. In addition to gently exfoliating, it reduces the appearance of redness, acne and pore size in addition to purging toxins, evening the appearance of skin tone and texture and stimulating congested skin without irritation.

"Summer is the time to show some skin, and we all want it to look its best," said DoshaCare President Patty Schmucker. "After the chill of winter and the showers of spring, you want to restore tired, dehydrated skin with an effective, yet gentle, exfoliation system. It's important, however, to strike the right balance with your exfoliation routine. Too much exfoliation will leave skin looking shiny and too little will render a dull appearance. For most skin types, we recommend alternating between a mechanical and non-mechanical exfoliant every two or three days."

Made with a combination of Salicylic Acid from White Willow, ginger and lime, the Sakala Ama Release Tonic is a new category of exfoliants that acts as a solvent to dissolve dried sebum and impurities that hold dead skin layers to the surface of the face. For very sensitive skin or for any recent scarring or injury, DoshaCare recommends the use of a non-mechanical exfoliant, exclusively.

The company also offers a traditional *mechanical* exfoliant as well, made from volcanic pumice, which, with its rounded shape, won't strip or scrape the skin. This is recommended to be used in combination with the Sakala Ama Release Tonic in an alternating fashion two to three times a week. "This unique exfoliation ritual will optimize the function of the skin by releasing impurities and dead skin tissue, allowing the skin to breathe and fully absorb any nourishment you put into, or onto, your body," said Schmucker.

The Sakala Ama Release Tonic and Sakala Exfoliant are two products in the company's Sakala collection, which also includes an Eye and Neck Balm, Environmental Mist and Sunscreen SPF 28+. The Sakala collection represents the company's specialty category of products, which are fragrance-free and suitable for all skin types. The company also has three other Dosha-inspired collections, which are customizable to meet an individual's unique dosha type, or personal constitution: the Vata line for dry/dehydrated skin; the Pitta line, for normal/sensitive skin; and the Kapha line, for oily/congested skin. Each of these three collections includes a cleanser, moisturizer, masque and elixir.

DoshaCare products combine the centuries-old Indian Ayurvedic philosophy with the best of Western science and technology to offer an innovative, highly effective and environmentally responsible approach to skin care that promotes healthy lifestyle choices. Customers take a simple quiz to identify their primary and secondary doshas, which, in turn, determines a skin care ritual that is customized and adaptable for their specific needs. Ninety-eight percent of all ingredients in DoshaCare products are derived from natural and botanical sources, and most are organic and wild harvested. Even the packaging is recyclable. In taking a holistic approach to beauty and well-being, DoshaCare users achieve authentic radiance from the inside out, for inner peace, outer health and ageless living. For more information on DoshaCare, please visit www.doshacare.com.