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**Authentically Radiant Skin Achieved with a Holistic Service Approach**

*DoshaCare Customized Ayurvedic Skincare Develops Facial Protocols with a new vibe- DoshaVibes*

Los Angeles, CA – April 12, 2009 – In the centuries-old Indian Ayurvedic philosophy, authentic beauty is achieved through lifestyle choices that nourish the body and fulfill the mind. This healing system addresses all factors that influence the quality of life, such as maintaining a consistent daily routine, engaging in meditation and regular exercise, sustaining a healthy diet, and being in harmony with nature. In the professional environment authentically radiant skin is achieved by engaging all five senses through customized Ayurvedic Facial Services provided by DoshaCare and the new DoshaVibes.

The DoshaVibes CD that was composed to complement DoshaCare Facial Services, specifically addressing each of the doshas: Vata, Pitta and Kapha. Ayurveda combines the five elements in nature (water, earth, wind, fire and space) into three distinctive categories.

- Vata, the air principal, is comprised of space and air. When we have too much Vata in our body, our skin is dry.
- Pitta, the fire principal, is comprised of fire and water. Too much Pitta in our system will result in skin that can be sensitive.
- Kapha, the earth principal, is comprised of earth and water. Too much Kapha can result in oily, congested skin conditions.

Each DoshaVibe CD meets the unique needs of each dosha, resonating with the individual's nervous system to bring them into the deepest level of relaxation possible. For the esthetician giving the service, each music composition provides cues to move to the next segment of the treatment. This allows the esthetician to perform the most relaxing manipulation in concert with the deepest relaxation of the nervous system, giving the client a meditative and restorative service that supports authentically radiant skin. The last segments of each CD are designed to gently guide the client out of the supremely relaxed state to a balanced consciousness of rejuvenated clarity.

The Vata Service is designed for dehydrated skin that requires nourishment to bring the natural function of sebum and moisture into balance. Skin is returned to balance with a breathing ritual and head massage inspired from India's ancient traditions incorporated with deep cleansing and hydration treatment.

The Pitta Service is designed for sensitive skin that requires nourishment to soothe the over-heated system, reducing inflammation, the biggest sources of premature aging, by incorporating gem stones and single note essential oils for the Pitta mind, body and spirit. Balance is restored by decreasing inflammation and increasing hydration.

The Kapha Service is designed for skin that is congested due to overactive sebaceous glands. Skin becomes nourished by decongesting pores, stimulating healthy circulation and strengthening the immune system. The rich tradition of Ayurveda incorporates Marma therapy (Ayurvedic version of acupuncture) to balance Kapha mind, body and spirit.

Each of the three DoshaCare protocols have unique add-on features that can be performed in 55 or 75 minute format.

With DoshaCare Customized Ayurvedic Facial Services estheticians move from beauty services to wellness services providing clients the benefit of inner peace, outer radiance and ageless living. DoshaCare is attracting professionals who are looking to offer a deeper level of customizable service by believing and practicing the following core concepts:

- True health is more than the absence of illness; it is a balanced state of physical, emotional, and spiritual well-being.
- Balance is achieved by following a lifestyle that nourishes our body and fulfills our mind.
- Quiet introspection, or meditation, can be one of the most powerful tools for relaxing the mind and igniting our internal pharmacy.
- Our business thrives upon creating an experience that indulges the five senses - sound, sight, taste, touch, and smell.
- Indulging the five senses allows us to reach a deeper level of being which is therapeutic, holistic and health supporting.
- By thoroughly educating and training our staff, we can provide a haven for health that supports inner and outer radiance.
- We don't simply sell products; we take care of people.

DoshaCare was introduced in September 2008 just as the world began to change in profound ways. Founder Patty Schmucker believes that timing couldn't have been better: "Each of us has within us the power and opportunity to affect a change, now more than any time before. With DoshaCare we provide the tools for change that begin with the way we care for ourselves and our clients."

### **About DoshaCare**

Health radiates from the inside out and beautiful skin is a reflection of that. This philosophy is the cornerstone of DoshaCare. DoshaCare employs the wealth of knowledge from the Ayurvedic tradition of India and combines with the best of western science to bring innovative formulas that reveal healthy, nourished skin. Each **DoshaCare** skincare product is made up of 98 percent botanical ingredients, comes from socially and environmentally sustainable sources and meets fair trade and vegan standards. The packaging yields to the highest standards of environmental responsibility, with tubes made of 70 percent recycled materials, bottles made of 100 percent recyclable materials and labels printed with environmentally-conscious soy ink. When producing its product boxes, **DoshaCare** uses recycled paper to construct the inner packaging and virgin paper sourced from managed forests for its outer packaging.

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