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Celebrities Go Green with Authentically Radiant Skin

DoshaCare Customized Ayurvedic Skincare in “Earth Day and Mother’s in Hollywood” Gift Bag

Loa Angeles, CA – March 27, 2008 – Environmentally-conscious movies stars, recording artists and other celebrities received a taste of prestige green skin care this Earth Day and Mother’s Day when Distinctive Assets distributes DoshaCare Customized Ayurvedic Skincare, in its “Earth Day and Mother’s Day in Hollywood,” Gift Baskets.

In the centuries-old Indian Ayurvedic philosophy, 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 the environment. The comprehensive approach to beauty caught the attention of Distinctive Assets, because the innovative formulations of the DoshaCare skincare line combine this Ayurvedic philosophy with the best of Western technology and aspires to inspire people to make sustainable life style choices.

“This customizable skincare line that reveals healthy, nourished skin we included in our ‘Earth Day and Mother’s Day in Hollywood celebrity gift bag,” said Distinctive Assets “because DoshaCare product, are made up of 98 percent botanical ingredients, comes from socially and environmentally sustainable sources and meets fair trade and vegan standards, all of which are attributes that our A-List celebrities love.”

DoshaCare was introduced in September 2008 just as the world began to change in profound ways. Patty Schmucker, Founder of DoshaCare 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 can provide the tools so for changes that begin with the way we care for ourselves.”

If we are to pass down to our children a world that is better than the one we found, we must make responsible choices that start with our basic approach to living. We can exercise our greatest power; the power to create change and participating in “Earth Day and Mother’s Day in Hollywood celebrity gift bag,” DoshaCare celebrates their mission to create highly efficacious products, made with socially and environmentally responsible ingredients and packaging.

About Distinctive Assets

Established in 1999, Distinctive Assets provides celebrity placement, product introduction and branding opportunities within the entertainment industry. Our services also include Corporate & Personal Gifting for every occasion as well as Television and Motion Picture Start & Wrap gifting.

About DoshCare

Health radiates from the inside out and beautiful skin is a reflection of that. This philosophy is the cornerstone of DoshCare. DoshCare 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 **DoshCare** 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, **DoshCare** uses recycled paper to construct the inner packaging and virgin paper sourced from managed forests for its outer packaging.

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The “Everybody Wins at the Oscars®” Nominee Gift Bag has no affiliation with A.M.P.A.S or any official Academy Awards gift bag.

Celebrities that received the “Earth Day and Mother’s Day in Hollywood,” Gift Basket:

Cameron Diaz	Amy Poehler
Bradley Whitford	Elisabeth Röhm
Jane Kaczmarek	Ashlee Simpson
Justin Timberlake	Tori Spelling
Bill Maher	Angelina Jolie
Hugh Hefner	Gwen Stefani
Jake Gyllenhaal	Michelle Monaghan
Barbra Streisand	Alyson Hannigan
Leonardo DiCaprio	Jessica Alba
Melissa Etheridge	Minnie Driver
Sheryl Crow	Jamie-Lynn Spears
Orlando Bloom	Rebecca Romijn
Tobey Maguire	Alison Sweeney
Drew Barrymore	Julie Bowen
Ellen DeGeneres	Kelly Rutherford
Kathy Griffin	Angie Harmon
Tyra Banks	Elisabeth Hasselback
Bette Midler	ElinWoods (aka Mrs. Tiger Woods)
Julia Louis-Dreyfus	Jennifer Garner
George Clooney	Nicole Richie
Sting	Nicole Sullivan
Teri Hatcher	Constance Marie
Robert Redford	Lisa Marie Presley
Alicia Silverstone	Tisha Campbell-Martin
Ricky Martin	Camila Alves (aka Mrs. Matthew McConaughey)
Kate Bosworth	