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**DoshaCare to Appear at COSMOPROF Asia Hong Kong**

Torrance, Calif., -- November 9, 2009 -- DoshaCare announced today it will appear at the COSMOPROF Asia Hong Kong, where a bounty of the latest and most innovative beauty products will be showcased. The international global beauty expo runs from November 11-13, 2009 at the Hong Kong Convention & Exhibition Centre.

DoshaCare was selected by The Gramercy House, LLC, a consulting firm that selects unique American designed and formulated niche beauty brands to introduce into the exciting Asia Pacific market. The company, which will be featured in Hall 1, in the Retail section of the USA Pavilion, booth 1E-k4G, will have on display the complete line of DoshaCare Customized Ayurvedic Skincare, made with natural and organic ingredients customizable for the three Dosha types – Vata, Pitta and Kapha. After taking a short quiz, customers can choose the formulation that best suits their primary and secondary Dosha types.

“We are thrilled to be participating in COSMOPROF Asia Hong Kong, which is a testament to the growing international appeal of not just our products, but our philosophy,” said Patty Schmucker, CEO of DoshaCare. “We believe in a holistic approach to beauty, that health radiates from the inside out and beautiful skin is a reflection of that. We know our products are highly effective because of the potency and purity of our natural ingredients. But, we are also finding that the cornerstones of our brand – inner peace, outer health and ageless living -- are concepts that resonate with people the world over.”

As DoshaCare expands its presence in the Asia Pacific market, it has partnered with well-known celebrity make-up artist Gary Chung. DoshaCare is featured as Chung’s personal choice for organic skin care in his flagship retail store and make-up school Portfolio, located in the heart of Causeway Bay, Hong Kong.

With its roots in the centuries-old Ayurvedic philosophy, DoshaCare is committed to developing highly effective products made from natural, organic and environmentally sustainable ingredients. The company has developed a full range of skincare formulations to balance the three Dosha conditions -- the Vata line, for dehydrated/dry skin, the Pitta line, for normal/sensitive skin and the Kapha line for oily/congested skin. The company’s fourth formulation, the Sakala line, can be used for all skin types. Ninety-eight percent of all ingredients in DoshaCare products are derived from botanical sources and most are organic and wild harvested. Even the packaging is recyclable.

DoshaCare products combine the centuries-old Indian Ayurvedic philosophy with the best of Western science and technology to offer an innovative, holistic and environmentally responsible approach to skincare that promotes healthy lifestyle choices. In helping each of us re-discover our perfection, DoshaCare users achieve authentic beauty that radiates from the inside out for inner peace, outer health and ageless living. For more information on DoshaCare, please visit [www.doshacare.com](http://www.doshacare.com).

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