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FOR IMMEDIATE RELEASE

DoshaCare Adds Sunscreen to Customized Ayurvedic Skincare Line
-- Release of Sunscreen Formula is just in time for Ski Season --

Torrance, Calif. – November 1, 2009 -- DoshaCare announced today the release of its Sakala Sunscreen formulation, a broad spectrum sunscreen with SPF 28 and rich, natural and organic ingredients that protect and hydrate - just in time for ski season. The Sakala Sunscreen SPF 28+ represents the newest addition to DoshaCare’s customized Ayurvedic skincare line.

Experts warn, don’t be fooled by the onset of winter. Sun protection is a year-round proposition. As skiers across the globe know, the sun’s rays can be just as damaging on the top of a snow-capped mountain as on a sandy beach. In addition, consumers should make informed decisions before choosing a sunscreen, taking care to know what’s *in* the bottle before putting it *on* their skin.

“One of the biggest challenges in developing a sunscreen product is addressing the need for effective sun protection while avoiding the potentially harmful effects of bio accumulation of certain ingredients commonly found in sunscreens,” explained Patty Schmucker, CEO of DoshaCare. “We took a very thoughtful approach in formulating this product, as we do all our products. By incorporating Zinc Oxide, a naturally occurring element in the body, and macadamia nut oil, which serves as a botanical emulsifier, we created a product that met our fundamental standards of being safe, effective and made with responsible and sustainable ingredients.”

DoshaCare’s sunscreen contains Micronized Zinc Oxide for thorough protection from UVA and UVB rays. This greaseless formulation is enriched with Neem, Macadamia Nut Oil and Aloe Vera to protect the skin from damage caused by direct sunlight. In addition, micro-sponges absorb oil produced on the skin throughout the day.

The Sakala Sunscreen is one of five products from the company’s Sakala line, which also includes a gentle Exfoliant to reveal new skin; a pore-purifying Ama Release Tonic for stimulating circulation; a Hydrating Eye and Neck Balm to smooth the appearance of fine lines; and an Environmental Shield, to help neutralize the damaging effects of free radicals.

DoshaCare's Sakala product line (Sakala, meaning "euphonic harmony") combines all the characteristics of the company's other three customized Dosha skincare formulations -- the Vata line, for dehydrated/dry skin, the Pitta line, for normal/sensitive skin and the Kapha line for oily/ congested skin. Customers take a simple quiz to identify their primary and secondary Doshas, which, in turn, determines a skincare ritual that is customized and adaptable for their specific needs. 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.

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