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**Celebrity Make-up Artist Gary Chung Features DoshaCare at *Portfolio School of Makeup*
-- Endorsement marks company's debut into Asia/Pacific market --**

Torrance, Calif., -- January 21, 2010 -- DoshaCare today announced that world-renowned celebrity makeup artist Gary Chung now features DoshaCare's line of customizable Ayurvedic skin care at his flagship Portfolio School of Makeup and Modeling, located in the heart of Hong Kong's Time Square. The endorsement marks the company's debut into the Asia/Pacific market.

"This is a thrilling opportunity for DoshaCare," said Patty Schmucker, CEO of DoshaCare. "To have a trend-setter like Gary Chung endorse our products is a great reflection of his visionary perspective on both the quality of our products and the global relevance of the Ayurvedic philosophy. We are seeing growing demand in the Eastern markets for more natural and environmentally-friendly products like ours that take a holistic approach to overall wellbeing, and we look forward to continuing our expansion both at home and abroad."

"I was drawn to the Ayurvedic philosophy and fully believe in the concept that inner health enhances outer beauty," said Chung. "With this in mind, DoshaCare products represent the harmony between body and soul, space and environment. It's interesting that this element of Eastern culture has been so well captured by a Western company, and with such incredibly effective results. I remind my clients of the importance of maintaining healthy skin. The fact is, the healthier their skin, the better their make-up looks."

Chung is one of the most sought-after makeup artists in Hong Kong, helping high-profile celebrities and socialites put their best face forward. His Portfolio School of Makeup and Modeling was opened in 2007 and has quickly become a trend-setting authority in fashion and beauty. Chung also teaches makeup artistry and techniques at the Open University of Hong Kong.

DoshaCare offers a complete line of 98% natural and organic Ayurvedic skin care products, customizable to an individual's unique Dosha and skin type. Clients take a brief quiz to determine their Dosha and choose the corresponding mix of products best suited for their skin type. The company has four product lines: Vata (for dry/dehydrated skin), Pitta (for normal/sensitive skin), Kapha (for oily/congested skin) and Sakala (for all skin types).

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 skincare that promotes healthy lifestyle choices. In taking a holistic approach, 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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