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For: Wellness Enterprises, LLC

FOR IMMEDIATE RELEASE

MOISTURIZE WITHOUT MOISTURIZER, AND OTHER NEAT TRICKS

- The Wellness Shower revolutionizes the beauty industry by providing ultra-hydrating and anti-aging benefits with enhanced water, no moisturizers or lotions needed -

GAINESVILLE, Fla. – A new approach to anti-aging goes back to one of the most basic elements – water – with a technologically-advanced twist. As the first and only shower filtration system to move beyond water purification into the beauty category, the Wellness Shower® filters out up to 99% of water’s contaminants, such as Chlorine and Chloramines, and also features a revolutionary multi-stage system that optimizes water for increased hydration and overall health, wellness and beauty.

Adequate hydration is an important factor in anti-aging for many reasons. As we age, mitochondrial calcification increases the resistance of water that is absorbed into skin cells. A recent study conducted by the American Academy of Nurse Practitioners shows that increasing the latent moisture content in skin cells can actually reverse aging effects on the skin. Skincare companies have traditionally tackled the issue of aging by developing moisturizing lotions that attempt to force water into cells and stimulate natural hydration of the skin. While lotions succeed in temporarily improving the look and feel of skin, they leave out skin’s most essential need – pure, natural water.

The Wellness Shower’s patented 7-stage treatment process reduces water surface tension and generates reduced ions to increase hydration by 115%, protects the skin from free radical attack and aids the body in repairing damaged skin and hair. The Wellness Shower also enhances water with rare volcanic minerals. Bakuhan stone, the only mineral certified by the Japanese Ministry of Health to have natural medicinal properties, helps accelerate the healing of damaged skin, reduces inflammation and hydrates skin and hair. Taicho stone induces natural anti-bacterial and anti-fungal properties

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into water to help the body resist bacteria and fungus and promotes a healthier, sanitized shower.

While not a “traditional” beauty product, the Wellness Shower’s proprietary water treatment stages and exotic media offer undeniable hydration, protection from damage to skin and hair, and is a simple step in the fight against aging.

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About Wellness Enterprises, LLC

Evoking the therapeutic effects of the world’s best springs, Wellness Enterprises utilizes specialized minerals and water-enhancement properties to effectively reduce harmful contaminants in water up to 99% while introducing antioxidants and hydrating nutrients. Wellness Enterprises was created by Haru Naito, former coach of the Japanese Olympic swim team and consultant to the world’s most famous athletes. Wellness Enterprises utilizes state-of-the-art filtering technology, a patented magnetic treatment and rare Japanese volcanic minerals to deliver the best water on earth. For more information, please visit www.WellnessFilter.com or www.WellnessShower.com.

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EDITOR’S NOTE: For industry interviews, story development, and/or more information about the Wellness Shower, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.