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For: Wellness Enterprises, LLC

FOR IMMEDIATE RELEASE

SPAS SPOTLIGHT WATER QUALITY

- Top spas go awash with “Wellness” and lead the trend of water treatments for purification and pampering -

GAINESVILLE, Fla. – Drink filtered water? What about the water you shower in – is it safe? Leading spas nationwide are now adopting new technology to deliver luxurious, beautifying and safe water treatments to protect and pamper their guests with the water they bathe in.

Spas promote health and well-being, but what many spas and spa-goers don’t know is that the shower after a moisturizing mud treatment or a rinse after a luxuriating massage may actually be stripping client’s skin of the treatment’s benefits. While relaxing, long, hot showers quickly open up pores. 600% more chlorine and volatile chemicals are absorbed by the skin during one hot shower than if you drank the same un-filtered water all day. In addition, the Environmental Protection Agency has stated that levels of chloroform, a known carcinogen, increase up to 100 times during a ten-minute shower.

Spas are now treating the water they use with the Wellness Shower, a revolutionary water purification and enhancement system. The Wellness Shower uses an advanced process that not only filters out up to 99% of water’s contaminants, such as Chlorine and Chloramines, but also features a patented magnetic treatment stage that generates reduced ions to protect the skin from free radical attack, aids the body in repairing damaged skin and hair and increases hydration by 115%.

Also, the enhancement stage features rare volcanic minerals. The Taicho stone gives water bacterio-static and fungi-static properties to help the body resist undesirable bacteria and fungus and promotes a healthier, sanitized shower. The Bakuhan stone, the only mineral certified

SPAS SPOTLIGHT WATER QUALITY 2-2-2

by the Japanese Ministry of Health to have natural medicinal properties, helps accelerate the healing of damaged skin (sun and burns), reduces inflammation and hydrates skin and hair.

This unique method of advanced water treatment delivers the highest standard of water for optimal health and wellness, and is used by Japan's leading skin clinic in Okinawa and exclusively in more than 100 Japanese hospitals. The U.S. launch of the Wellness Shower marks the beginning of a water breakthrough, and spas are beginning to adopt enhanced-water treatments to protect and pamper their guests.

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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 Walter Sperr at (212) 966-0024.