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For: Wellness Enterprises, LLC

FOR IMMEDIATE RELEASE

UNLIKELY ANTIBACTERIAL AGENT IN SHOWER “FILTER”

- The Wellness Shower’s enhancement process uses volcanic minerals to arm the body with antibacterial protection and keeps the shower clean, no chemicals required -

GAINESVILLE, Fla. – A new water purification and enhancement system makes the daily ritual of bathing the easiest way to get antibacterial protection for skin, hair and the shower. The Wellness Shower utilizes several layers of rare volcanic minerals with natural bacterio-static and fungi-static properties, offering personal defense against bacteria and helping keep the shower fungus-free without harsh fumes or chemical cleansers.

Unlike traditional shower “filters,” the Wellness Shower removes up to 99% of water’s contaminants and harnesses the unique properties of rare volcanic minerals Taicho and Bakuhan. The Taicho stone has been revered for centuries in Japan for its natural resistance to bacterial and fungal growth, and was believed to have stopped a bacterial outbreak in water cisterns in 850 AD. The Wellness Shower also features Bakuhan, the only stone certified by the Japanese Ministry of Health as being a natural medicinal stone that helps accelerate the healing of damaged skin and reduces inflammation.

Research has shown that the Wellness Shower’s purification and enhancement process effectively reduces and eliminates harmful bacteria such as E. coli and S. aureus, and helps prevent future bacterial growth in the shower. Additionally, the Wellness Shower features a patented magnetic treatment stage that offers additional therapeutic benefits – reduced ions are generated to protect the skin from free radical attack and increase hydration in skin and hair by 115%.

This new method of advanced water treatment delivers the highest standard of water for optimal health, wellness and antibacterial protection, 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

UNLIKELY ANTIBACTERIAL AGENT 2-2-2

Shower marks the beginning of a new wave of bathing – keeping the shower clean and your body protected against bacteria one shower at a time.

For more information, please visit www.WellnessShower.com.

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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.