



*Passport to Bliss*<sup>®</sup>  
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***Pura Botanica Introduces Freshly Minted Collection—A New Line of Luxurious Hair & Body Care Products Certified by the Natural Products Association***

**Lighthouse Point, FL** – Pura Botanica increases its commitment to bringing consumers the most luxurious bath-and-body products made from fine, nature-derived ingredients with the introduction of Freshly Minted. This all-in-one collection includes ***True Shampoo, In Condition, Lotion to Love, and Body Beautiful Cleanser.*** Products will be available in select retail locations and online in the first quarter of 2013. Each Freshly Minted product is infused with a fresh, minty scent that will turn your daily bath ritual into a restorative, invigorating experience.

Naturally, all Freshly Minted products are free of sulfates, parabens, synthetic preservatives or fragrance, and phthalates. The shampoo, lotion, and cleanser carry the seal of the Natural Products Association, which sets stringent standards based on purity of ingredients, animal and environmental safety and responsibility, and sustainability. This means that the Freshly Minted products contain mostly natural, minimally-processed ingredients, are not tested on animals during development, avoid any risk to users, and are made with biodegradable ingredients and packaging.

The line contains the following products:

- ***True Shampoo*** maintains hair's shine and manageability with organic aloe and shea butter. Invigorating eucalyptus washes away any impurities. Vitamins E, B5, and Wheat protein strengthen.
- ***In Condition*** moisturizes and invigorates the scalp with Marula nut oil. Jojoba seed and peppermint oils unclog follicles, supporting hair growth.
- ***Body Beautiful*** cleanser gives skin a fighting chance with organic aloe and shea butter. Fresh, minty scent will provide a much-needed aromatherapy boost for the day.
- ***Lotion to Love*** leaves skin moist and supple with all-natural avocado, coconut, and olive oils.

***Freshly Minted*** is available in 8-oz. bottles for \$14 and in a "TSA Approved" travel set with four 2-oz. bottles for \$25.

About Pura Botanica

Pura Botanica is a producer of luxurious bath and body products and elegant, cruelty-free travel accessories. Pura Botanica makes products for people who believe in organic ingredients and cruelty-free products. Pura Botanica is for those who want to turn everyday rituals, like taking a bath, into an indulgent experience that is a true sensory escape from the stresses of modern life. Keep up to date on the latest Pura Botanica news, events, and product offerings on the company's website, **www.puraproducts.com**, Facebook at **www.facebook.com/PuraBotanica**, on Pinterest at **PuraMissBliss** or on Twitter as **@PuraBotanica**. Founder Christy Booth blogs as Miss Bliss at *The Pura Post* where she writes about her inspirations, world travels, and charitable work.

**Pura Botanica**

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