

## **FOR IMMEDIATE RELEASE**

### **Natural Beauty of Las Vegas Launches Regionally with Whole Foods**

Natural Beauty of Las Vegas' line of natural bath and body products is now available at Whole Foods stores throughout the Southwest Region (which includes Southern California, Nevada and Arizona). The deal was finalized in March at the Natural Products ExpoWest in Anaheim, CA.

Las Vegas, Nevada - June 7, 2007 - Natural Beauty of Las Vegas was founded by Lynn Johnson in the beginning of 2005, and in early 2006 she began selling her soaps, scrubs, milk baths and lotions at the Farmer's Market in Las Vegas, NV. All of Natural Beauty's products are "paraben free", "formaldehyde free" and "SLS Free". In fact, the Face Scrubs, Sugar Scrubs, Salt Scrubs and Milk Bath have no preservatives whatsoever. The products contain a combination of organic and natural ingredients, and are 100% Vegan (except for the Milk Bath which is Vegetarian). Believing Natural Beauty and the Whole Foods customer to be a perfect match, Lynn Johnson enlisted the help of her long time best friend and entrapeneur, Francine Thomas, and new friend and graphic designer, Carolyn Johnson to assist her in the production and marketing of Natural Beauty.

After presenting the Natural Beauty product line to Chad Furushima, the Whole Body Team Leader at Whole Foods Fort Apache store in Las Vegas, the line was approved and became available at that store in August of 2006, and then in Whole Foods Henderson, Nevada in November, 2006. With the sales going very well, the product was approved for the entire region. "The mermaid logo and the wonderful fragrances result in the initial consumer interest, but the product inside keeps them coming back for more!" says Carolyn Johnson of Natural Beauty, "It's like going to the spa right in your own home."

Natural Beauty of Las Vegas has created a high quality line of at home spa products including; Olive Oil Soaps, Shea Butter Soaps, Face Scrubs, Sugar Scrubs, Salt Scrubs, Milk Baths, Shea Butter Body Cream and Shea Face Cream. Their signature fragrances include; Tangerine/Vanilla, Lavender/Coconut, Green Tea/Mango, and Cucumber/Melon.