



## PRESS RELEASE

### Saphoros to Appear in Billiards Bash and Oscar Gift Bags

February 4, 2008

FOR IMMEDIATE RELEASE (Texarkana, TEXAS) – Saphoros Spa Essentials is pleased to announce their upcoming participation in celebrity gifting events for both the “Welcome to New Orleans” Big Easy Billiards Bash and After-Party and the Oscars Oasis Hospitality Suite by **WOW! Creations**.

The Big Easy Billiards Bash is a fundraising event hosted by sports icons Reggie Bush and Shaquille O’Neal, benefiting New Orleans area organizations to continue rebuilding efforts in the wake of Hurricane Katrina devastation. Saphoros owner Donna Standridge states, “Even though it has been two and a half years since Katrina, there is still a significant amount of work to be done in rebuilding – and the funds just aren’t there. Shaq, Reggie, and the **619 Foundation** have done so much for the city, and we are truly honored to be invited to take part in this event and give a little of ourselves.”

The Billiards Bash and After-Party will be held Friday, February 15, 2008, during the NBA All Stars Weekend festivities at the Hilton New Orleans Riverside Grand Ballroom.

Immediately following, Saphoros will participate in what they consider the ultimate gifting experience – the Oscars gift lounge by WOW! Creations. The Oasis Hospitality Suite will transform the poolside cabanas of the Petit Ermitage Hotel into the quintessential gifting experience on February 19<sup>th</sup> and 20<sup>th</sup>. “I was very excited to take Mark’s call (Mark Harris, CEO of WOW! Creations),” Standridge says. “The opportunity to be in this event is a personal dream of mine come true.” Saphoros representatives will not be able to physically attend the lounge this year, but are already preparing to be at next year’s event. The company is sending custom gift bags filled with some of their latest and most popular products. When asked what will be in this year’s bag, Standridge says, “Think organic and natural... Organic lip scrub and balm, facial masks, toners, and of course a fab selection from our Lueur Jeune mineral makeup line that’s sure to please.”

#### About Saphoros

Saphoros Spa Essentials’ online boutique is the destination for personalized pampering and service. A dynamic family owned business, Saphoros is certified Cruelty-Free by People for the Ethical Treatment of Animals (PETA), and is a socially and ecologically responsible company. For more information about Lueur Jeune™ and Saphoros Spa Essentials or to purchase products, visit the company’s website at [www.saphoros.com](http://www.saphoros.com) or contact the marketing department by e-mail at [marketing@saphoros.com](mailto:marketing@saphoros.com).

Web Site – <http://www.saphoros.com>

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