



## PRESS RELEASE

### **Saphoros Spa Essentials Kicks Off 2007 With First Award for New Mineral Makeup Line, Lueur Jeune**

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FOR IMMEDIATE RELEASE (Texarkana, TEXAS) – Saphoros Spa Essentials received some great news to start the New Year in that their new mineral makeup line, Lueur Jeune™ Mineral Cosmetique, had won its very first award. On January 2nd, editors of online beauty magazine StyleForFree.com notified Saphoros that they had won the “2006 Best in Beauty” award for Best Mineral Foundation with their “House Blend” formula. Saphoros owner Donna Standridge says, “We were absolutely thrilled. I didn't even know we were up for an award.” Mrs. Standridge continues; “We had submitted several examples of our new mineral line to StyleForFree.com in November of 2006 for review, and were so excited when all the reviews came back very positive. We knew then we were onto something big with our little makeup company.”

The Lueur Jeune™ Mineral Cosmetique line was soft-launched in October 2006 and has steadily been gaining in popularity. Mineral makeup is a more healthy and natural alternative to conventional cosmetics, and is highly recommended by skin care professionals. Lueur Jeune™ minerals are blended with naturally occurring minerals and ingredients that are beneficial to the skin like pure silk and allantoin – and are free of substances that can irritate skin such as Bismuth Oxychloride. Lueur Jeune™ is suitable for all skin types, and is ideal for sensitive, rosacea and acne-prone skins, as well as post-procedure (glycolics, laser, peels, etc.). Saphoros offers four different foundation formulas – each specially formulated for skin type. The newest formula in the lineup, “UltraCover”, was developed for a leading plastic surgeon and has also garnered positive attention with its ability to effectively cover post-surgical trauma such as bruising. The company also has a complete line of veils, primers, and colors to enhance any look.

Saphoros is a small family-owned, cruelty-free company that takes great strides to provide their clients with personalized customer service, and they are excited about expanding the Lueur Jeune™ line into the retail market. For more information about Lueur Jeune™ and Saphoros Spa Essentials, visit the company's website at [www.saphoros.com](http://www.saphoros.com), or contact by e-mail at [marketing@saphoros.com](mailto:marketing@saphoros.com).

Web Site - <http://www.saphoros.com>

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