



PRESS RELEASE: August 2008

COMO Shambhala launches new PURIFY skincare range for daily use

PURIFY is the first complete skincare range developed, produced and sold by COMO Shambhala, a lifestyle brand and healthy living concept encompassing worldclass spas, treatments, services, products and cuisine.

PURIFY skincare is now available for purchase at all COMO outlets worldwide.

The range of essentials is suitable for most skin types, male and female.

Within the skincare range, each product has a carefully defined purpose. However, there are shared elements. True to COMO Shambhala's founding principles, this means the use of botanicals and natural ingredients, which differentiates PURIFY from the competition. PURIFY skincare does not feature colouring, artificial fragrances, petrochemicals, colour, parabens (preservatives widely used in cosmetics) or Sodium Lauryl Sulphate.

The botanicals have properties that help soften, hydrate and repair; rebalancing oily and combination skins where necessary. The PURIFY blend is a mood elevating and refreshing combination of grapefruit, fennel, cypress and lime pure essential oils. All products are created with a specific purpose in mind, and have developed alongside COMO Shambhala's facial treatments.

Other key ingredients are rich in antioxidants that can fight the ageing effects of free radicals. They include rose hip oil, peach kernel oil, Aloe leaf, yeast extracts, carrot and spinach. Moisturising extracts include a wild orchid that grows in Bhutan. The flower's natural sugars and polysaccharides help seal in water. Mannan, an ingredient used in Japanese cooking, possesses a unique relationship with water to keep the skin hydrated. Cucumber is both hydrating and gently astringent. Essential fatty acids are introduced with borage, which contains the highest known concentration of gamma-linolenic acids, considered important for firming.

Marine extracts such as Algae are featured as well as natural kaolin clay. Finely milled bamboo extract is used in our exfoliating product, PURIFY Rejuvenating Skin Refiner. Hibiscus Sabdariffa Extract, a flower acid, mimics the properties of AHAs (AHAs are used in cosmeceutical skincare to enhance cell renewal).

PURIFY products are designed to be used daily. There are also 'treatment' products which can be used once weekly, or more often for demanding skins.

In addition to the standard sized products, a core range comes in easy 15ml bottles packed in a lightweight travel case. These include the PURIFY Botanical Cleanser, PURIFY Daily Hydration and PURIFY Daily Nourishment.

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**FOR MORE INFORMATION ON THE
PURIFY SKINCARE RANGE:**

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Please note that individual pictures of each of the PURIFY products are also available.

PURIFY Botanical Cleanser 250ml RRP £20
PURIFY Hydrating Toner Mist 250ml RRP £20
PURIFY Brightening Kaolin Mask 100ml RRP £30
PURIFY Rejuvenating Skin Refiner 100ml RRP £30

PURIFY Daily Nourishment 50ml RRP £25
PURIFY Daily Hydration 50ml RRP £25
PURIFY Firming Hydrating Mask 100ml RRP £30



PURIFY skincare range

This image can be downloaded at:
http://www.como.bz/download/shambhala/PURIFY_Full_Line_Up.jpg



PURIFY masks

This image can be downloaded at:
http://www.como.bz/download/shambhala/PURIFY_Masks.jpg



PURIFY bolus

This image can be downloaded at:
<http://www.como.bz/download/shambhala/Bolus.jpg>

EDITOR'S NOTE:

The Company: COMO Shambhala is the COMO Group's healthy living concept that spans environments, services and products, offering a full range of experiences that challenge and inspire us to greater wellbeing.

COMO Shambhala: COMO Shambhala advocates proactive responsibility for individual holistic wellness. This entails balancing healthy eating with pleasurable gastronomy, self-directed exercise with expert instruction, massage with greater mental repose, and thought with action. COMO Shambhala embraces all modalities of wellbeing, from yoga's ancient system of self-development to other proven methods such as Ayurveda, aromatherapy, Pilates, Tai'Chi, and Qigong. Consultants take a consultative rather than prescriptive approach, working with guests on a one-by-one basis to define and achieve their goals. COMO Shambhala cuisine offers enzyme-rich, healthy and delicious cuisine. COMO Shambhala at Home, a lifestyle brand, creates skin and bodycare products developed to complement the environments and services available.

Property Portfolio: COMO Shambhala owns, designs and/or manages nine centres of wellbeing at properties worldwide. Each location is chosen because it possesses a sense of peace in its own right, whether this is a hillside in Bhutan or riverbank in Bali. COMO Shambhala's portfolio includes COMO's city hotels spas, known as COMO Shambhala Urban Escapes (in Singapore, at the Metropolitan London and Metropolitan Bangkok), COMO Shambhala Retreats (at Parrot Cay in the Turks and Caicos, Cocoa Island in the Maldives, Uma Ubud in Bali and Uma Paro in Bhutan), the COMO Shambhala Spa at Kandooma in the Maldives and its flagship destination, COMO Shambhala Estate at Begawan Giri. In addition, COMO Shambhala owns and operates Glow, three restaurants in Singapore, Bangkok and Bali that focus on COMO Shambhala-inspired healthful cuisine.

COMO Group: COMO Shambhala is part of the COMO Group, which represents Christina Ong's unique vision of contemporary living. The COMO Group encompasses Club 21, the international luxury fashion retailer; COMO Hotels and Resorts, which is the hospitality collection with properties in London, the Caribbean, Bhutan, Bali, Thailand and the Maldivian Islands, and the COMO Foundation representing the Group's philanthropic interests throughout the developing world. The Group is headquartered in Singapore.