



FOR IMMEDIATE RELEASE

Contact:

Stacey Sepp
Xstatic Public Relations
303-928-7144, x49
stacey@xstaticpr.com

Organic Meets Affordable Luxury as Belletaré Launches Skincare Brand
Nature's Finest Ingredients Unite to Form High-Performance Skincare Products

DENVER — March 30, 2009 — Belletaré, a natural and organic, high-performance skincare company, has launched its first three product lines, designed especially for people seeking purity and performance for their skin. In stark contrast to conventional cosmetics, each product is all-natural, cruelty-free and features superior certified organic ingredients from around the world. Belletaré products are now available for purchase online at www.Belletare.com, starting at just \$3.

Inspired by her hobby-turned-passion for producing custom cosmetics for friends and family, entrepreneur Kim Nolan launched the company to create high-performance products made from only the purest ingredients. “Women today should not have to choose between luxury, performance and organic,” said Nolan. “The Belletaré line features high-performance products that flawlessly target the effects of aging, sun, even pollution. They also happen to be all-natural and organic.”

Nolan recognizes today’s consumers are trading their luxury beauty routines with more affordable alternatives, and maintains that Belletaré provides affordable indulgences for even the most cost-conscious consumers.

“People may be giving up spa sessions and expensive salon treatments, but they can still afford to pamper themselves at home with quality products that will make them feel great,” said Nolan. “Belletaré offers luxurious skincare products with all-natural, certified-organic ingredients from around the world without the hefty salon price tag.”

Consumer Demand For Organic Beauty Grows Sharply

Belletaré enters the market at a time when skincare is quickly changing, and more consumers are seeking organic, environmentally friendly products. According to researcher Organic Monitor, consumer interest in organic products is rising as they become more aware of the possible dangers of synthetic chemicals in cosmetics and toiletries. To serve the growing demand for high-performance organic products, Belletaré uses only the finest all-natural ingredients.

“Consumers are searching for products without fillers, synthetic fragrances, petro-chemicals or anything toxic, and Belletaré delivers on that promise,” said Nolan. “Instead, we fill our products with powerful antioxidants, botanical extracts and vitamins that are carefully selected to support skin health and counteract the negative effects of aging and environmental stressors like sun and pollution.”

In addition to its commitment to natural and organic purity, Belletaré adheres to environmentally and socially responsible business practices, including the use of recyclable, reusable packaging for all products.

Belletaré Creates Pure Harmony For the Skin

The Belletaré brand features three organic, high-performance lines to cleanse, revitalize and protect skin at any age, including:

- **Crescendo:** the first phase designed to cleanse and refresh the skin. Features the Crescendo Bath and Shower Gel.

- **Intermezzo:** designed to renew and nourish the skin. Features the Intermezzo Body Polish, an all-natural body scrub.
- **Brava:** the third and final phase designed to hydrate and protect the skin. Features the Brava Body Lotion.

All products are available in two signature essential oil blends: *Adagio*, a warm, relaxing blend of scents designed to soothe and calm, and *Vivace*, a spirited blend of citrus and floral to energize and invigorate. The Brava Body Lotion is also available in *A Capella* for a fresh, natural scent without added essential oils. For more information about Belletaré, visit www.Belletare.com.

About Belletaré

Belletaré (pronounced bay-lay-TAR-ay) is a natural and organic, high-performance skincare company that specializes in luxurious skincare products for people who seek purity and performance for their skin. Belletaré, which means “to beautify” in 16th century Italian, celebrates beauty individually and globally, using only the finest organic ingredients in its skincare products, and adhering to environmentally and socially-responsible business practices to protect our planet. For more information, visit www.Belletare.com.

###