



DIAMOND LOTUS *essentials*[™]

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For Immediate Release

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Organic Essential Oil Grower and Distiller Diamond Lotus[™]

Introduces Therapeutic-Grade Essential Oil Line to Spa Market

MONTAGUE, California – September 30, 2005 – Diamond Lotus Essentials[™], announced the re-launch of its 100% Pure, Certified Organic Essential Oil line to the Spa Industry at the annual ISPA convention in Dallas, Texas this week.

Established in 1999, the Diamond Lotus Ranch, located in the fertile volcanic soils of the Mount Shasta area of Northern California, grows and steam distills a select line of therapeutic-grade essential oils. “The altitude and volcanic ash soil, which is rich in microbes and enzymatic activity, makes for an ideal environment to grow high quality herbs for essential oils,” said Don Cameron, Ranch Manager and graduate of Cal Poly, San Luis Obispo School of Agriculture, “We use drip irrigation, and customize our farming equipment to protect the delicate flowers and leaves during growing and harvesting. We also use proprietary food-grade stainless steel harvesting equipment to ensure product purity.”

A state-of-the-art, customized steam distillation facility is located on the property, using food grade stainless steel, and operated since its inception by a former US Air Force jet engine mechanic with 25 years of experience. “Using a combination of



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modern and thousand year old techniques, the fresh plants are gently steam distilled using low pressure and low temperatures to maximize the therapeutic compounds. Analysis of our oils by a third party laboratory continues to confirm their high quality and purity.”

For many pill-fatigued maturing baby boomers, essential oils and aromatherapy products have become the health-promoting mode of choice for handling many common complaints such as joint aches and pains, relief from tension and stress, the healthy aging of skin and hair, and hormonal imbalances, such as PMS and Menopause. Modern clinical studies continue to confirm the beneficial health effects of essential oils, when applied externally, for their broad spectrum internal effects. The select essential oils in the Diamond Lotus Essentials[™] line are particularly noted for their antifungal, antibacterial, and antiviral effects, and include: Helichrysum, Juniper, Lavender, Melissa, Oregano, Peppermint, and Thyme. “The purity and potency of our essential oils are evident when you consider that one cup of our 100% pure Melissa essential oil requires one ton of herb to produce,” said Mr. Cameron. “This makes Melissa extremely valuable and expensive, so consumers and spa professionals need to be wary of possible adulteration.”

Organic personal care products have experienced double-digit growth since 1999, with expectations of 20% growth this year. Additionally, Americans are visiting spas in record numbers with 95 million visits annually, and claimed use by 15% of the general population. It's expected that spas will go mainstream across the economic



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spectrum with increased usage already being seen by men and families, including children and pets. Spas are no longer just for pampering, but for total body wellness – mind, body, soul.

Diamond Lotus Essentials[™] meets the needs of spa professionals and their customers with a select line of certified organic and therapeutic-grade 100% pure essential oils, aromatherapy mists, hydrosols, and custom-designed formulations for skin, personal care, and natural cleaning products.

For more information on the Diamond Lotus Essentials[™] product line and farming and steam distillation operations, call 530-459-1506 or visit www.diamondlotusoils.com; email: info@diamondlotusoils.com