



**From the High Reaches of the Himalayas to the Home Bath:
Auriga Releases Limited-Production Line of
Pure, Organic Body Care Products**

*Small, Hand-Crafted Batches Showcase Prized Botanicals Organically Grown
and Sustainably Gathered from Sources such as the Himalayan Highlands*

Atlanta, GA (August 25, 2008) – Auriga, a compelling new spa brand opening in some of the finest hotels, cities and resort destinations across the globe, has released its own limited-production line of hand-crafted body care products, based on the purest plant essences and botanical extracts, that bring the Auriga experience into the home bath. The all-natural, organic line of bath gel, bath salt, shampoo and conditioner has been introduced for spa-goers' use in all Auriga spa facilities, and is now available for purchase at Auriga spas.

“Every aspect of an Auriga treatment is uncompromising. With the introduction of the Auriga body-care products, which are made with ingredients that are every bit as pure and curative as those used in the treatment rooms, guests continue the exceptional experience as they transition back to the outside world,” said Scott Rohm, vice president of operations.

Each plant essence and botanical extract used in the formulation of the Auriga line has been carefully selected for its therapeutic value and effectiveness. Each is gathered sustainably by hand from plants grown in their natural habitat (or farmed without petrochemical herbicides, pesticides or fertilizers). Many are collected from the Himalayan highlands, where the pristine air and permafrost soil produce some of the world's most valued medicinal

plants. The limited availability of these pure, organic ingredients, and the absence of harmful chemical preservatives, keeps production restricted to small, hand-crafted batches, ensuring the line's superior, uncompromising quality.

Auriga worked with A.W. Lake, a spa consultant who travels the world in search of rare, exquisite and effective ingredients for custom formulated product lines, to develop and produce the organic body-care products that include:

- **Basil & Lime with Rosemary Shampoo:** A gentle tea- and aloe-based shampoo that invigorates the senses and improves scalp circulation; its basil and lime uplift the spirit and increase luster while rosemary restores suppleness and shine.
- **Basil & Mint Conditioner:** A rich conditioner made from hemp seed and wheat germ oils, providing a fully balanced spectrum of essential fatty acids and vitamin E, while high-altitude basil and wild mint increase blood flow to the scalp.
- **Juniper & Neroli Bath/Shower Gel:** High-altitude juniper berry oil awakens the senses while neroli, one of perfumery's most highly priced oils, tones and nurtures the skin, and kelp extract provides a rich supply of vitamins and minerals.
- **Spruce & Tuberose Body Lotion:** Made from jojoba and avocado oils, coffee, ivy and wild pansy extracts, this lotion contains natural sunscreen properties. Rare black spruce oil from the Himalayan alpine forests and precious tuberose absolute promote skin-cell regeneration, healing and moisturizing.
- **Basil & Ylang-Ylang Bath/Body Oil:** Sweet almond, cinnamon, bay leaf, and basil combine with ylang-ylang – whose blossoms must be harvested and prepared in the early morning to capture its essences – in a sensuous blend that tones and nourishes the skin.
- **Mint & Grapefruit Body Scrub:** A mild body scrub with moisturizing jojoba oil and finely ground mother-of-pearl exfoliant that gently sloughs off dead skin cells and promotes new cell growth. Wild mint from Nepal and grapefruit oil invigorate and brighten the skin.
- **Juniper & Rose Bath Salt:** These plants sacred to ancient Egypt and Babylon provide a perfect balance of vitality and tranquility. Encapsulated in bath salt, they offer an energizing soak that uplifts the spirit and soothes the soul.

Auriga is a distinctive and compelling new signature spa brand that takes a holistic approach to wellness based on the unique phases of the moon. Developed in conjunction with Swedish-based spa company Raison d’Etre and Arizona-based spa consultant Sylvia Sepielli, Auriga’s design concept and signature treatments utilize the varying energies of the lunar cycle to relax, restore and realign the mind, body and spirit. Each Auriga spa draws on the individual strengths of its local environment, while providing personalized service and pampering through natural and organic products, specialized programs and unique treatments.

Named for the constellation whose brightest star is Capella, Auriga was created to serve as a destination spa in some of the finest hotels, cities and resort destinations around the world with a distinct experience at Schloss Velden, a Capella Hotel (Austria). This spa has already garnered impressive accolades. The Schloss Velden spa was named “Best in Austria” by Gault Millau within six months of opening, and made the 2008 U.S. *Condé Nast Traveler* Hot List. New Auriga openings are scheduled in 2008 and 2009 at Capella hotels in Mexico and Singapore. For more information, visit www.auriga-spa.com.

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