



For Immediate Release

AWARD WINNING, LAVERA NATURAL COSMETICS CREATES ULTRAFEMININE AT HOME SPA SENSATION

--New *Body Spa* Collection Unveils Evocative, Pure Innovation,
As A Welcomed Addition to the lavera Family Brand Lines--



(Anaheim, CA) – February 25, 2005 – lavera Natural Cosmetics, Germany's foremost, award-winning cosmetic and skincare company once again bolsters the natural beauty market with the release of the *Body Spa*, it was announced today by lavera's North American distributor, Ars Vivendi. *Body Spa* is the eighth product line addition in the enormously popular lavera *Family Brand Collection*.

The *Body Spa* is a luxurious, at home wellness experience that drenches both the cells and senses in pampering, ambrosial pleasure. Following a year long development phase, *Body Spa* hits the market featuring only the purest, innovative ingredients sourced from certified organic agriculture along with lavera's own naturally produced essences and fruit extracts. *Body Spa* consists of ten fruity and emollient shower gels and coordinating body lotions, coupled with an emulsifying jojoba body peel; all aimed to visibly nourish, heal and revitalize the skin.

Ready to lead a charmed existence and garner solid market share, the sensual and moisturizing *Vanilla Coconut Body Lotion* was recently honored with the "**2005 Recommendation Award**" at the **BioFach**, the largest international organic and natural products show held yearly in Nuremberg, Germany.

“lavera was the *natural* solution to pharmaceutical and synthetic ingredients, becoming a skin savior to those with unforgiving skin sensitivities,” says Ulrike Jacob, Founder of Ars Vivendi. “It has burgeoned into prized cosmetics and sun protection, a luxurious new body spa collection and a wide range of skin care choices that provide healthy alternatives for everyone in the family.”

Other crown jewels in the *Family Brand Collection* include:

Cosmetics- all completely natural and well wearing, 100% gentle and hypoallergenic brilliant colors derived from minerals. The lip gloss and Liquid Eye Concealer were honored with the “Innovation Prize of the Year” award at BioFach.

Sun Protection – the leader in 100% natural sun care, first company to provide mineral based sun protection and also receiving “Innovation Prize of the Year” awards consistently since 2001 for *Family Sun Spray SPF 15* and *Kids Sun Block Spray SPF 25* at BioFach.

lavera, meaning “the truth” has been redefining natural beauty since 1987. One of Germany’s most revered companies, lavera’s commitment and philosophy to the purest organic and natural ingredients is unmatched, resulting in the highest honored and award winning skin care and cosmetics available today. The line includes face, body, baby, hair, sun care and color cosmetics.

Lavera products are available nationwide at fine Natural Product Stores, Natural Pharmacies and Wellness Boutiques or online at www.lavera-usa.com.

Ars vivendi is the exclusive North American Distributor of lavera Natural Cosmetics. Ars vivendi symbolizes the art of living a healthy and eco-friendly lifestyle. www.arsvivendi-usa.com

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