

**NEWS RELEASE 17 October 2007**  
**Immediate Release**

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**Max Green Alchemy® Elemenī Anti-Aging Organic Face Oil Launched in the UK in time for Christmas.**

Leicester, UK (17/10/07), Eco-a-go-go launch Max Green Alchemy's Elemenī anti-aging face oil in the UK. Featuring the finest precious Bulgarian rose otto, the intensive healing treatments are ideally suited for UV damage, fine lines and wrinkles, rosacea and scarring. The three Radiance Face Oils for normal, dry and oily prone complexions are up to 97% certified organic and are only available in the UK from [www.eco-a-go-go.co.uk](http://www.eco-a-go-go.co.uk), internet retailers of Natural and Organic Body Care products.

Elemenī Face Oils are synergistic blends of pure organic plant oils that can help revitalize mature complexions and restore dewy radiance without feeling greasy. The secret is the rare ingredients, including organic Rosa Moschata oil grown in the Andes mountains, kukui nut oil from Hawaii, sandalwood sustainably grown in Australia and Bulgarian rose otto, one of the most expensive essential oils in the world

"Facial oils don't rely on water, waxes or other inactive fillers, so every drop is pure skin nourishment," said Gary Reed, co-founder of Eco-a-go-go. "Elemenī face oil is light and non-greasy and is easily absorbed to nourish skin without leaving oily residue."

**About Rosa Moschata**, also known as rose hip seed oil. Rosa Moschata oil has a high content of essential fatty acids (EFAs)—oleic, linoleic and linolenic—which are important for the maintenance of healthy skin and are usually taken internally. Researchers have discovered that Rosa Moschata oil also contains natural retinoic acid (also called tretinoin, a form of vitamin A) which has long been prescribed by dermatologists in its synthetic form for skin rejuvenation. Rosa Moschata's natural retinoic acid works in synergy with its EFAs to release naturally and slowly improving the appearance of the skin.

Eco-a-go-go launched in 2006 to help health conscious consumers make an informed choice when buying Natural and Organic Body Care Products. [www.eco-a-go-go.co.uk](http://www.eco-a-go-go.co.uk) provides comprehensive product information as well as Eco-a-go-go and customer product reviews. They are proud to be working with Max Green Alchemy from San Francisco, who are passionate about products that respect consumers' internal and external environments without sacrificing effectiveness. Like all Eco-a-go-go products, the Elemenī Oil is not tested on animals and is suitable for Vegans. To buy Max Green Alchemy's Elemenī Face Oil (£19.45 for 15ml) visit [www.eco-a-go-go.co.uk](http://www.eco-a-go-go.co.uk).