

Press Information: For immediate Release-Communiqué: 01.31.2010

**KENMEN LAUNCHES: ECO/ALCHÉMIE® FOR MEN**  
«ARTISANAL ORGANIC SKIN CARE THERAPIES FOR MEN»

**ORGANIC SKIN CARE & SPA THERAPIES FOR MEN™** offer luxurious, contemporary, efficient skin care and spa product solutions for the “discerning gentleman” who has established definite standards and expectations with regards to his appearance and well-being. Our premium quality skin-appointed artisanal collections have set the “bar high” in rendering the optimum in quality, integrity, service and transparency.

**We are committed** to HOLISTIC approaches to anti-Aging, stress management and well-being modalities through natural resources harvested from earth's finest essential elements. Our formulations combine; Root minerals, Herbal extracts, Vitamins, Botanical phyto-plant extracts and Bio-marine extracts fused with the richest Essential Oils and Antioxidants which form the foundation of our products and achieve a transparent synergy with our global signature protocols.

**Our Philosophy:** is to create luxurious “**mankind - earth-kind – animal-kind**” skin care products that will offer effective therapeutic results.

**ECO/ALCHÉMIE® FOR MEN** of all types; the proactive man whose lifestyle may be fast-paced and the man whose objective leans towards immediate satisfaction and results, the man who may have a penchant for fitness and well-being and the man with ultimate taste in sophisticated and performance-driven products. Our focus is on sourcing key ingredients which will work effectively in conjunction with sport-conditioning and male-appointed services (created by our team of expert technicians), to provide our vendors and associates with comprehensive product knowledge, superlative protocols and tailored therapies addressing specific physical issues prevalent in men; cardiovascular ailments, muscular / joint pain and inflammation. Our intention is to help convey the benefits of life-enhancing solutions which will contribute to improving stamina and performance.

**Mission:** Prevention, **Rejuvenation, Energy and Synergy** of “Mind, Body & Spirit.”

*\*The ancient quintessential principle of alchemy; to discover or create the elixir of youth or “the Fifth Element” as it was referred to, by fusing earth’s natural minerals with chemistry.*

**ECO/ALCHÉMIE® “SAVING FACE” ± “SHAVING FACE”** / facial-care protocols are the “Essential Confidence Boosters” as they aid in restoring a youthful and healthy skin tone and texture, while refining and purifying the pores to protect and strengthen cellular tissues. Our facial therapies and products incorporate European & Mediterranean detoxifying-cures including innovative oxygen-infused treatments to combat skin anomalies prevalent in men such as rosacea, eczema, dermatitis, dehydration or acne, as well as thickening of the skin and inflammation.

**Restore** skin to a healthy state - Purify and Refine epidermal texture and tone creating a healthy appearance and gained **Confidence**.

**ECO/ALCHÉMIE® SPIRITUS CORPUS** therapies stem from the roots of ancient herbal practices combined with modern alchemy and infused with both Occidental and Oriental Holistic techniques designed to heal, eliminate toxins, re-energize and ease pain. Our signature therapies are also conceived to specifically target physical ailments prevalent in MEN – such as poor circulation and inflammation of the joints & skin tissues which may lead to weakness & cardiovascular blockage.

**Goal:** Enhance quality of life and balance between "Mind and Body" and alleviate pain.

**KENMEN-BC/ONE AFRICANA COLLECTIONS™ ORGANIC RITUALS®**

Our partnership with the **ONEXONE** Foundation and our need to connect with our environment inspired our Free Trade collections of truly decadent "Bath, Body & skin care African luxuries". Each skin specific "cold-crafted vegan soap" contains a moisturizing blend of soothing bases of; pure hand-crafted West African Shea butter, Plantain skin exfoliants, Bamboo extracts and organic Miombo wild Honey infused with rich exotic essential and botanical oils. Our rich selection of natural ingredients forms the foundation of our Aroma therapeutic Wellness Elixirs, Serums, Body balms, Herbal steams, Massage oils and Hydro- therapy bath infusions as well as; Hydrosols, Exfoliants, body Wraps Masks, Muscle-relief remedies & Herbal Poultices **& skin-remedies for "SPA 101" Teen initiation routines.**

**CITIZENKEN Lifestyle brands** offer the comforts of **SPA @ HOME** in practical luxurious grooming travel kits & bath accessories designed to suit the modern-man's fast-paced life and daily regimens and provide him with much sought after "leisure time"

\*New: **ECO/ALCHÉMIE®** 100 % Pure Soya Eco-Massage candles housed in Recycled Beer and Wine Bottles / Bamboo shoots & Coconut shells, as well as French Master Perfumers Essential blends in Eco-glass Diffusers with Bamboo reeds.

**Mission: Luxurious Indulgence, Relaxation and Leisure.**

±KEN "THE ESSENCE OF WELL-BEING" –Japanese meaning:  
"embodiment of well-being' /healthy / strong."

BC/ONE 'meaning; "Before / Chemicals / Organic-Natural-Eco-conscious'

*"Completely respectful of the environment our natural products sourced from organic producers + Fair Trade markets are formulated with care & integrity therefore all toxic chemicals were omitted: parabens / propylene glycols + Pegs / petrochemicals / silicones / pesticides / synthetic fertilizers and other compounds deemed to be carcinogenic"*