

October 18, 2011
For Immediate Release

Mineral Fusion growing faster than any other all-natural personal care brand!

Mineral Fusion is now the #1 fastest growing all-natural personal care brand!* Mineral Fusion offers high-quality, hypo-allergenic cosmetics, body care, hair care and skin care that are free of gluten, parabens, talc, synthetic fragrances and artificial colors. Target is taking notice of this exciting growth and is now carrying Mineral Fusion's skin and hair care at the Westminster Target beginning October 24th!

Mineral Fusion is the first company to develop beauty products that *truly* utilize all the renewing benefits of minerals. From their unique antioxidant and anti-aging properties to UV defense and rich color palette, the benefits of minerals are endless. "Minerals are essential for healthy skin. We take mineral and vitamin supplements to support our internal health – topical application of minerals has a similar beneficial effect on the skin," said SVP of Marketing, Tim Schaeffer.

The brand's *Revitalize and Repair Skin Care* offers the perfect mix of invigorating, soothing and age-defying cleansers, moisturizers, treatments and SPF protection that prevent and treat existing signs of aging while being gentle enough for the most sensitive skin. The products are packed with skin-energizing mineral antioxidants that are essential for new cell production and defense against damaging free radicals. The entire line offers premium performance at great prices. Consumers get nearly twice as much product with Mineral Fusion for the same price as other natural brands.

Mineral Fusion's hair care uses mineral-rich clay, moisture-rich botanicals and shine-enhancing vitamins to offer the ultimate in gentle cleansing and nourishing hydration for beautiful, voluminous hair. The ultra-moisturizing body lotions include a signature blend of four unique minerals rich in beneficial Copper, Zinc, Manganese and Iron. These minerals help strengthen the skin's natural defenses and provide antioxidant protection.

In addition to being loaded with healthful and revitalizing minerals and vitamins, all of Mineral Fusion's products are delightfully gluten-free. This is a huge advantage since so many consumers today are looking for gluten-free options. Consumers can confidently choose any product from Mineral Fusion's array of beauty products and know that they are absolutely gluten-free.

Discover the beauty of Mineral Fusion not only through its products, but its commitment to increasing social wellness and compassion. Shockingly, one in four women will experience violence in their lifetime. Mineral Fusion partnered with the National Coalition Against Domestic Violence (NCADV) to help raise awareness of this growing problem and show these brave women that they are not alone. Mineral Fusion supports the work of the NCADV by donating a portion of profits and sharing product with NCADV sponsored shelters.

*Data according to SPINS, the exclusive provider of retail scan data for the natural products industry (data span 52 weeks ending September 3, 2011).

Retail Pricing

Sunstone Mineral Body Lotion :: \$8.99
Waterstone Mineral Body Lotion :: \$8.99
Earthstone Mineral Body Lotion :: \$8.99
Unscented Mineral Body Lotion :: \$8.99
Volumizing Mineral Shampoo :: \$7.99
Volumizing Mineral Conditioner :: \$7.99
Ultimate Moisture Facial Cleanser :: \$9.99
Purifying Gel Facial Cleanser :: \$9.99
Skin-Renewing Facial Scrub :: \$9.99
Skin-Soothing Facial Toner :: \$8.99
Age-Defying Treatment Serum :: \$15.99
Revitalizing Eye Treatment :: \$15.99
Mattifying Oil-Control Facial Moisturizer :: \$14.99
Skin-Balancing Facial Moisturizer :: \$14.99
Intense Hydration Facial Cream :: \$14.99
Mineral SPF40 Facial Moisturizer :: \$18.99
Mineral SPF30 Brush-On Sun Defense :: \$18.99
Mineral Fusion Trial Kit :: \$12.99

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