

**FOR IMMEDIATE RELEASE**

## **Poétique Introduces New Products Via Special Holiday Offer**

(Wellesley, MA) 11/15/17 – Poétique, a natural skincare products company based in Massachusetts, has announced a special holiday offer that is simultaneously allowing the company to introduce a brand-new line of products. The holiday offer involves a four-piece gift set that includes both new and existing Poétique products.

Poétique founder Gayatri Pradhan says her company is introducing the holiday package and the new products as a clean, green, and easy way for women interested in all-natural beauty rituals to achieve healthy, glowing skin. She says that each piece in the Limited-Edition Skin Balancing collection performs a different function. The limited-edition set contains the following:

- Deeply Cleansing Milk
- Radiance Boosting Serum
- Facial Recovery Elixir
- Fabric gift bag.

Each of the three skincare products comes in both full and travel sizes. Full-sized bottles are 150 ml for the deeply cleansing milk and 30 ml for the Radiance Boosting Serum and Facial Recovery Elixir. The travel size bottles are 60 ml and 15 ml respectively.

Poétique is providing the skincare products in a fabric bag as way of demonstrating their commitment to sustainability. The bags are made from clothing stocks that were otherwise destined for landfills. They have been hand-sewn by women pursuing their own economic independence in partnership with the Nyrvaana charity.

### **The Poétique Difference**

Pradhan hopes that her company's holiday offer and new product lines will be helpful in introducing Poétique to a broader base of women who believe sustainability and all-natural products are important to personal beauty. She is especially proud of the ingredients found in the Skin Balancing collection:

- **Chamomile** – Purifies and calms for refreshed, soft skin.
- **Neem** – Its anti-microbial properties may reduce the incidence of acne causing bacteria.
- **Caviar Limes** – Known as a superfood bursting with fruit acids, minerals, and micro-nutrients.
- **Sacha Inchi** – An Incan superfood packed with fatty acids that are anti-oxidant and anti-inflammatory.
- **Tamanu** – An oil packed with oleic and linoleic acids that are critical to repairing skin.
- **Indian Sandalwood** – Its anti-inflammatory and anti-bacterial properties help keep skin glowing and healthy.

"We are tremendously excited about the Limited-Edition Skin Balancing collection because it combines our customer-favorite Radiance Boosting Serum with our new Deeply Cleansing Milk and, a personal darling to me, the Facial Recovery Elixir," Pradhan said. "We are inviting beauty-obsessed women

everywhere to buy one set for themselves and another for a friend or family member."

The Limited-Edition Skin Balancing four-piece set can be purchased on the Poéthique website. The site offers a complete description of each of the three beauty products along with instructions for use, certification information, and a complete list of ingredients.

## **About Poéthique**

Poéthique is a Wellsville, MA company founded on more than 30 years' experience in, and passion for, plant-based beauty products. The company was established on the firm belief that nature provides everything necessary for natural beauty. Poéthique also believes in being a force for driving positive environmental change with every product they develop. They use only natural ingredients that are sustainably sourced, and packaging with materials that are fully recyclable. Poéthique donates one percent of every sale to the 1% For the Planet charity.

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