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### **Simplicity: Kabana Skin Care Announces a New Approach to Natural Skin Care**

Boulder, Colorado. November 10, 2005. Navigating the natural personal care products marketplace is treacherous given the lack of well established standards that describe what “natural” actually means. Not any more. Kabana Skin Care delivers superb and simple to understand rigorously natural skin care products designed to make its customers feel great in body and mind. Its flagship product, Kabana Crème™, is entirely composed of the [Simple Seven™](#) natural ingredients, which everyone can readily understand by simply reading the label. No longer is it necessary to have a PhD in chemistry to understand what you’re putting on your body every day. Nor do any of the ingredients contain even trace amounts of petroleum or petrochemicals.

In addition to creating Precisely Natural™ skin care products, Kabana’s been chartered to provide information to its customers in a simple, transparent form so that they can comprehensively evaluate the merits of Kabana product offerings. The launch of the easy to navigate website is not just a readily accessible sales channel, but also an integral part of Kabana’s strategy to promote access to a spectrum of information about each ingredient, from simple definitions and organic source status, to abstracts about the latest medical research. It also describes Kabana’s dedication to fair trade commerce, sustainable business practices and support of local communities both at home and abroad.

Kabana seeks to deliver a handful of highly refined products to its customers before expanding its product offerings. Currently three products are available, Kabana Crème™, an ultra moisturizing crème that reproduces the body’s natural set of skin moisturizers; Green Screen™ high performance sun block that uses no synthetic sunscreens and has the broadest spectrum FDA-approved UVA and UVB protection available coupled with highly effective antioxidants, that protects and quickly heals sun exposed skin; and Sunsei™ UV protective soap, which enables its user to easily apply a daily primary level of UV protection while bathing. Products are customizable with over 30 cold-pressed or steam-extracted essential oils to choose and made to order. Future product releases include a UV protective shampoo and scalp conditioner, lip balms and a specialized sports product line.



Erik Kreider MS MBA, Kabana's founder and creator of its formulas, is a dual degree graduate of Stanford University and former pharmaceutical scientist who realized there was a better way to nourish skin than the classical mass market or pharmaceutical approach. He explains, "Our society increasingly exposes us to higher and higher levels of complexity, which promotes insecurity because we're simply overwhelmed. It doesn't have to be this way - whether its electronics or part of our daily skin care routine, there's great elegance in simplicity for both health and appearance. Kabana's formulas are biochemically based on the structure of your skin, yet use very few extremely rich and easily understood ingredients, like fair trade shea butter, to provide simple elegance and unsurpassed nourishment that can't be found in other natural skin care or sun block products. Every ingredient in Kabana is there because it benefits your skin - not because it makes the product store consistently in a warehouse for 18 months. The end result is an unparalleled experience of skin nourishment and protection that you fundamentally know will keep your skin youthful and healthy."

Kabana Skin Care is based in the center of the natural products world - Boulder, Colorado, and can be accessed on the web at <http://www.kabanaskincare.com>. Its labs are within the old Amgen building, now primarily Array Biopharmaceuticals, at 1865 33<sup>rd</sup> Street.

Kabana Skin Care manufactures precisely natural skin care and sun block products that contain no synthetic or petroleum-based chemicals. Its current product offering is comprised of three essential oil-customizable lines - Kabana Crème™, an ultra emollient moisturizing crème with [Simple Seven™](#) ingredients; Green Screen™, a high performance broad spectrum UVA & UVB sun block; and Sunsei™, a UV protective soap that delivers the same sun block while you bathe. All three are currently available at <http://www.kabanaskincare.com> and soon at select merchants in the Boulder-Denver area.

Love your skin. Kabana does.™

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