

# EDELBIO CELEBRATES CANADIAN LAUNCH

SWISS-CERTIFIED ORGANIC SKINCARE LINES NOW AVAILABLE AT MURALE



**TORONTO, Canada - (April 20, 2009)** – To celebrate the debut of its organic skincare line at luxury Canadian beauty store Murale, Edelbio will offer free mini-facials and treatments for both women and girls.

The treatments are taken from Edelbio's signature First Step to Beauty skincare series, a collection of interactive workshops which demonstrates to girls ages 10 and up the proper way to care for skin.

The events on April 23rd (Ottawa) and 24th (Montréal) will allow Murale customers to discover the Edelbio brand, which was launched exclusively in Canada at its retail stores at the end of 2008.

Murale is Shoppers Drug Mart's innovative new beauty destination for luxury, dermatological, fragrance, and niche beauty brands from around the world. The store emphasizes beauty as an experience, offering a high level of expertise and professional spa services and treatments.

"Murale is the first store to really recognize the importance of providing high-end organic products for women who not only want to feel good about shopping for green products, but want to feel good about using them - that is, get the benefits of the entire organic beauty experience," said Karine Wittmer, Founder and CEO, Edelbio.

Edelbio's two distinctive lines of skincare - the preventive line for women and girls' collection - are elegant by nature, with light, silky textures and fresh fruit aromas. The girls' collection is a unique offering for girls and young women with sensitive skin, as each product in the line is pH-balanced, fragrance-free, and has been dermatologically tested to ensure its safety.

And thanks to the powerful bioactive ingredients in the Organic Swiss Alps Complex, Edelbio skincare products are highly effective. The blend of three plants native to the Swiss Alps contains many natural radical scavenging, antioxidant, and cell protectant properties.

## ABOUT EDELBIO

Edelbio was founded by a mother determined to change the face of the current cosmetic industry by creating a line of skincare sensitive and gentle enough for the delicate faces of her young daughters, using safe, effective, bioactive ingredients.

All products are made in Switzerland and carry the BIOCOSC label, signifying organic certification on all ingredients and production processes by the independent and impartial organization, bio-inspecta AG Switzerland. Products with this label must not contain any synthetic chemicals or artificially processed ingredients: no silicones, mineral oils, parabens, chemical colorants or synthetic fragrances, animal raw materials, GMOs, or animal testing.

The San Francisco based company is the first to focus on the precious nature of bonding experiences, with the mission of bringing together women of all ages in the celebration of natural and organic beauty.

See Edelbio's website: [www.edelbioskincare.com](http://www.edelbioskincare.com) or call 909.525.4308.

For more on BIOCOSC certification, see <http://www.biocosc.ch/en/presentation.php>.

## ABOUT MURALE

Murale is an innovative beauty destination for those seeking unparalleled service and access to the world's best beauty brands. With an emphasis on advanced dermatological skin care and luxury beauty, an elevated level of expertise, personal service and unbiased advice, Murale offers an atmosphere that caters to creativity and accessibility. The wonders of Murale can be discovered in one of the Company's two locations in Ottawa, Ontario and Montreal, Quebec.



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