

FOR IMMEDIATE RELEASE

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*The Blending Bar*  
FAMOUSLY FRESH!™

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## Nuworld Botanicals Launches The Blending Bar

**Mississauga Ontario Canada**— *A splash of lime? A pinch of seaweed extract? Visit The Blending Bar online and create your own signature scented, custom-formulated body, bath and skincare product made with all-natural ingredients hand-selected by you.*

Nuworld Botanicals launched **The Blending Bar, Famously Fresh!™** this spring and is serving up a number of freshly blended signature items including a Shea Ultra-Body Butter, Mineral Bath Soak, Soy Balm and Mineral Mud mask. Choose from a wide array of personalized add-ons, including naturally active plant-based extracts and a complete range of organic scents from the **Scentini Bar™**. And for those with scent sensitivities, you can easily create a naturally unscented product blend.

“At The Blending Bar we offer a highly personalized and fun shopping experience,” says Natalie Cascella, President and CEO Nuworld Botanicals. “Our expert Mixologists will whip up your tailored concoction fresh. We even maintain records of every client’s signature blend so they can re-order their favorite blends again and again”, says Natalie. Step up to the **Scentini Bar™** and discover your favorite scent! With over forty certified organic essential oils like Jasmine, Bergamot and Sandalwood, House Blends and a phthalate-free ‘Flavours’ range like Pina Colada and Banana Caramel, there is definitely something for everyone. Your choice of any three scents are included in your custom blend.

Another notable feature at The Blending Bar is its full range of **Botanical Boosters™**. “We have over thirty Botanical Boosters (extracts) for you to choose from”, says Natalie. “Botanical extracts contain essential minerals, vitamins, minerals and enzymes and make the perfect add-on ingredient to boost the therapeutic benefits to your skin”, Natalie said. Choose plant extracts based on your main skin concerns, like Ginseng Root to brighten dull complexions or Olive Leaf extract to treat acne...or both. Add any three Botanical Boosters to build the perfect blend.

The Blending Bar is serving up custom-blends online at [www.nuworldbotanicals.com](http://www.nuworldbotanicals.com) and has plans to expand into complimentary retail spaces and spas. “Our team has worked hard to create a system for The Blending Bar that can be easily scaled and replicated. We have addressed all areas of our business model including product quality, best-in-class service, marketing and buzz creation. At the end of the day, our goal is to deliver the ultimate customer experience,” Natalie said.

### About Nuworld Botanicals

Nuworld Botanicals is an organic beauty and wellness company specializing in spa-grade, aromatherapy-inspired body, bath and skin care products. The company’s products are designed to meet the current needs of today’s eco-consumer and trends in the growing link between health and beauty. This carefully designed product line reflects the culmination of thorough expert research and development for the ultimate in health promoting benefits. The company’s brand portfolio consists of Aromatherapy Personals™ portable roll-ons, Multi-Nutritive Oil for Body, Bath and Hair, Mineral-Replenish Body Scrub, Marine-Mineral Bath Soak, and a Sensitive Skincare line. The products are currently sold online as well as through select eco-beauty retailers in Canada, USA, Australia and France. The company launched **The Blending Bar, Famously Fresh!™** in 2012 and has plans to expand throughout Canada and the USA.



scentiniBar™

# The Blending Bar

FAMOUSLY FRESH!

## THE MUD BAR CUSTOM GOURMET PRODUCTS



SUN-DRIED MINERAL CLAY BLEND



MINERAL MUD CLAY BLEND

## THE SCRUB BAR CUSTOM GOURMET PRODUCTS



MINERAL SALT BODY SCRUB



MINERAL SALT BATH SOAK

## THE BUTTER BAR CUSTOM GOURMET PRODUCTS



SHEA ULTRA-BODY BUTTER



SHEA SUPER-SKIN CREME



SKIN-RENEWING SOY BALM