

ideology:

**For immediate release
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INTRODUCING HYPOALLERGENIC AMENITIES

Melbourne, Australia 18TH December, 2007 – At last, freedom from impurities and skin allergies is finally here! Introducing a new concept in amenities from, Concept Amenities, who are now offering hotel guests an alternative in skincare.

Ideology is a unique range of hotel guest amenities that cater for the growing need of skin allergy sufferers as well as reflecting the global trend of environmentally conscious consumers. Ideology liquids have been specially formulated using low-allergen raw materials for a truly gentle, yet effective cleansing experience. The brand has been designed to suit all individuals by creating a sense of purity with themselves, and also the environment.

Formulations in this range have been designed to suit people who suffer from allergic reactions to skin and hair products. This is very common condition that is partly developed from the abundance of chemical ingredients found in many formulations in both guest amenities and retail skincare brands. Many consumers prefer the gentle nature of hypoallergenic products that suit all people of all ages.

Being hypoallergenic, soaps and liquids in the Ideology range are free from petrochemicals and sulfate, contain no artificial colours and no added fragrances. They are made with mild surfactants that are known to be gentler on skin.

Ideology also uses minimal packaging where possible.

Features of Ideology

- Contains no artificial colours
- Contains no added fragrances
- Contains no petrochemicals
- Contains zero sulfate
- Biodegradable packaging, meaning it is 100% naturally recyclable.

Ideology will be launched globally March 2008.

For further information please do not hesitate to contact Steve at Concept Amenities Pty Ltd on +61 3 9580 9977 or visit www.pureideology.com for more information.

Issued on behalf of Concept Amenities, by Julia Surgey.

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