

ideology:

**For immediate release
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A STRICTLY MODERN, CLEAN IDEA

Ideology, a new brand in hotel guest amenities, designed to reflect new consumer trends in the skincare market. This exciting new range now offers choice for hotel guests by catering for all their skincare needs.

Ideology has unique appeal in its modern, clear product. Hotels and consumers alike will be offered a range so modern that its future looks beyond simply guest amenities. Ideology has been designed with retail products in mind and has been much inspired by clinical skincare brands. However, it has also established its own distinct personality for being ultra modern yet quirky.

The idea behind Ideology comes from the positioning phrase: clean, clear, hypoallergenic. All elements of this unique range have been based on this clean concept. From the clear bottles to the non-coloured liquids, Ideology is a skincare range that embraces and extends the idea of purity.

This pure vision is reflective of global trends in the respective areas of skin care and the environment. With many detrimental environmental elements, such as pollution, consumers are seeking purity in any product they can. Ideology formulations have been based on this theory with formulations containing no sulphate, no artificial colours and no added fragrances. All liquids have been formulated and made in Australia and they have been created using only low-allergen raw materials.

Products in the Ideology range include: Cleansing Hand Wash, Purifying Body Wash, Nourishing Shampoo, Hydrating Conditioner and Freedom Body Lotion.

For information visit www.pureideology.com or call AUS Toll Free on 1800 810 476 or US Toll Free on 800 588 0150.

Issued on behalf of Concept Amenities Pty Ltd, by Julia Surgey.

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