

ideology:

For immediate release
Media release May 2008

FREEDOM IS HERE!

Melbourne, Australia 8th March, 2008 –Introducing a new range in amenities from Concept Amenities that combines skincare with assurance...

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. The brand has been designed to suit all individuals by providing a range of gentle skincare that targets growing consumer concerns.

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 brands. However, when traveling the task of finding suitable skincare is much greater. 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 irritative ingredients and contain no sulfate, no artificial colors and no added fragrances. With these claims, Ideology liquids & soaps are so gentle on skin that they can be used on all skin types. The benefit of Ideology's formulations is that they have been specially formulated so they are unlikely to cause an allergic reaction.

Research has shown that a growing number of products on the market contain irritative ingredients and have resulted in an increasing number of skin allergy sufferers. Global studies have found that out of the top 10 causes of skin allergy, 6 are ingredients that are used in perfumes, skin lotions, soaps and cosmetic products.*

Features of Ideology

- Contains no artificial colours
- Contains no added fragrances
- Contains no sulfate
- Contains no irritative ingredients
- Products are not tested on animals.

Ideology also uses minimal recyclable packaging where possible.

Ideology will be launched globally March 2008.

For further information please do not hesitate to contact Steve at Concept Amenities Pty Ltd on +613 9580 9977 or visit www.pureideology.com for more information.
Issued on behalf of Concept Amenities, by Julia Surgey.

*Source: DeNoon, Daniel: "Top 10 Causes of Skin Allergy", WebMD Medical News, article issued March 8, 2006.

Ends.