



## **Isvara Organics Is Born**

*Introducing a new, natural cosmetics company with a fresh approach  
to beauty and wellness*

November 4, 2006, CAPITOLA, California – Today, a new approach to beauty and wellness was born. Introducing Isvara Organics, a natural cosmetics company inspired by natural, time-honored traditions that use the healing power of plants and flowers to naturally nourish hair, skin and body. All products are made entirely with natural and organic ingredients in small batches to consistently produce the most-potent, highest-quality professional products.

Tested only by discriminating beauty professionals, not on animals, Isvara Organics uses absolutely no chemicals. Recognizable ingredients on each label-- such as lavender, chamomile, peppermint, rosemary, honey, and essential oils--are a testament to the purity of each product. Completely bio-degradable and recyclable, a percentage of every purchase gives back to local charities.

"The best way to promote and protect your natural beauty is through nature itself. It organically has the vitamins, vital nutrients and antioxidants needed to soothe, heal and stimulate the body, skin and hair." said Elizabeth Alvillar, creator and owner, Isvara Organics Company, Inc. "These are professional products of the highest quality and strength because they are not mass produced. Our customers can also feel good that the investment they are making in themselves is also benefiting the environment and charitable organizations."

Isvara Organics' product line encouraged the creation of its Beauty and Wellness Center located in the eco-friendly, beachside community of Capitola, California. The Center approaches beauty from the inside-out with traditional and time-honored offerings for hair, skin and body. It is a down-to-earth, relaxing boutique that accommodates only a few clients at a time. Each experience is personalized with specialized services and treatments.

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“Because life is so hectic, our Center aims to honor every client and the time chosen to spend with us,” said Alvillar. “We customize every service and match our products accordingly because each person has unique needs.”

In addition to customary hair, skin and body services, unique offerings include:

- o hair and skin smoothies, customized treatments blended with organic and seasonal fruits and vegetables. They are made on-the-spot based on each client’s personal needs.
- o personalized instruction for hair, skin and makeup application. Clients will learn how to get the same great results at home.
- o thermal hair reconstruction and Japanese hair straightening to calm your frizzy tresses with the power of negative ions.
- o private or semi-private yoga and/or stress management sessions tailored to each client’s goals.
- o nutritional counseling to learn how small changes can positively affect your body, mind and spirit.

Education and service are also at the heart of Isvara Organics. It donates a portion of its sales to non-profit organizations; purchases products that promote organic practices and sustainable living; and offers community yoga classes that benefit local charities.

The creator of Isvara Organics is Elizabeth Alvillar, a highly-trained professional with over 20 years experience in the beauty industry. Elizabeth spent most of her career as a stylist at exclusive spas that cater to celebrities, royalty, and affluent customers. After experiencing toxin overload from years of working with chemicals, she began to question the safety of the beauty products being used. She embraced a lifestyle of wellness that included organic foods and a yoga practice to better holistic nourish and protect her body. Through her studies, she learned the benefits of natural products and began her quest to create natural beauty products. After several years of research, development and testing, Elizabeth launched Isvara Organics today.

All of Isvara Organics can be purchased at its website and Beauty and Wellness Center located in Santa Cruz, California. For more information, go to [www.isvaraorganics.com](http://www.isvaraorganics.com) or call 866.402.9545.

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