



# Castle Baths Tre'Yours Media Kit

A breakthrough in natural regenerative skin care

Especially effective if you have had or  
are considering cosmetic surgery....



"...my dermatologist  
says my skin looks so  
much healthier now..."

- Denise



RESTAURANT

"I recommend this system  
for anyone recovering  
from plastic surgery."

- Dave

# Pre/Post-Surgery Skin Care

Many people find themselves unprepared for the bruising, swelling, and sensitivity of post-surgery skin.

That's why Castle Baths created Tre'Yours Avocado Corrective Face Cream and Avocado Hemp Regenerative Cream.

Both moisturizers are packed with the vitamins and hydrating elements your skin needs after a procedure.

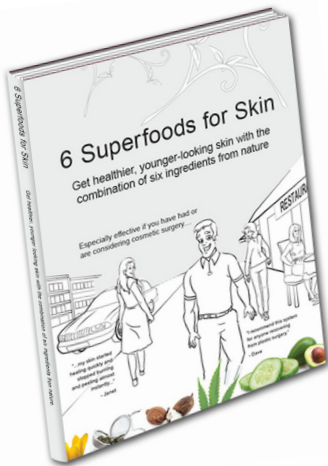
Visit [www.castlebaths.com](http://www.castlebaths.com) to learn more about this incredible pre/post-op skin care combo!

**INTRODUCING:**

TRE'YOURS<sup>TM</sup> for him  
by Castle Baths<sup>TM</sup>

**NOW AVAILABLE  
FOR WOMEN  
AND MEN!**

TRE'Yours<sup>TM</sup> for her  
by Castle Baths<sup>TM</sup>



**Download your FREE eBook  
"6 Superfoods for Skin"**

Get healthier, younger-looking skin with the combination of six ingredients from nature



For her



For him

**Order Tre'Yours today!**



"...my skin started healing quickly and stopped burning and peeling almost instantly..."  
- Janet

"I recommend this system for anyone recovering from plastic surgery."  
- Dave



## PRESS RELEASE

For Immediate Release

09/25/13

Laura Thomas  
Owner, Castle Baths  
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(757) 788-8157

### Castle Baths Launches Two New Tre'Yours Products, Men's and Women's Spa Lines

(Hampton, VA, Sept. 25, 2013) Living with sensitive skin can be a sensitive subject for some people, particularly those who have had surgical procedures that can exacerbate skin sensitivity, or men who may hesitate to use products targeted mainly towards women. That's why Castle Baths is proud to announce the launch of two new natural, anti-aging skin care products from its Tre'Yours line that are formulated specifically for post-op, aging, and sensitive skin, and the launch of separate men's and women's lines within the upscale Tre'Yours brand.

The two new products are based upon the formulation of Castle Baths' popular Tre'Yours Avocado Eye Cream, but with added ingredients designed to help reduce swelling, bruising, and scarring during the healing process.

"We had received numerous requests for larger quantities of our Avocado Eye Cream, many of whom were people recovering from surgical procedures and quite a few men too," said Castle Baths owner and founder Laura Thomas. "We began to realize there was a huge untapped market for post-op skin care products and a Tre'Yours men's line, which served as the inspiration for launching these two new products."

Currently available at [castlebaths.com](http://castlebaths.com), Tre'Yours products will soon be available at select surgeons' and dermatologists' offices, upscale spas, and high-end retail outlets within the U.S.

"The synergistic combination of six elements provided by nature, when formulated together, share explosive results," Thomas said.

- **Avocado oil** acts as a boosting ingredient, increasing the efficacy of all other ingredients' performance.
- **Green tea extract** protects skin from free radicals and related damage, better than vitamins C and E!
- Unrefined, natural **Shea Butter's** combination of fatty acids, phytosterols, vitamins A, D, and E help to calm skin irritations, helps reduce the appearance of fine lines and wrinkles, and more.
- **Hemp seed oil** has the ideal amounts of omega EPA to not simply coat your skin but to closely match your own lipids, penetrating into cells and lubricating the surface. It is considered one of the best elements for preventative skin aging.
- **Cucumber extract** has both antioxidant and anti-inflammatory properties to help constrain the activity of pro-inflammatory enzymes.
- **Arnica Montana extract** is known to have many therapeutic properties, believed to be especially efficient at helping to reduce swelling, increase circulation, and minimize bruising in post-surgery patients.

The combination of these six unique ingredients is what makes these two anti-aging Tre'Yours products so effective. Plus, the natural green color balances red, irritated skin, giving an even tone. Visit [castlebaths.com](http://castlebaths.com) to learn more about Tre'Yours products and its parent company, Castle Baths.

#### About Castle Baths

Founded in 2005, Castle Baths specializes in creating natural spa products using organic and wild-crafted ingredients and is an approved member of Green America. Laura Thomas founded Castle Baths with the belief that skin care products should not contain man-made chemicals or toxins. Her efforts throughout the years paid off when Castle Baths became one of 321 companies to achieve "Champion" status with the Compact for Safe Cosmetics. Thousands of companies were reviewed in the Skin Deep® Environmental Working Group database, and only a select few met champion status standards for the purity and safety of their formulations.

###

## Castle Baths' Tre'Yours Backgrounder

Release Date: Sept. 24, 2013

The issue of chemicals in cosmetics has been a hot topic in the beauty industry for years, prompting more and more companies to use terms such as, "all natural," and "pure" in their advertising. Some of these companies are genuinely concerned with the safety of their products and actually take pains to ensure that all their ingredients are, in fact, natural and chemical-free; others do not. The abundance of companies using the term "natural" purely as a marketing ploy has led to widespread confusion and suspicion on the part of consumers.

Unfortunately, the Food and Drug Administration (FDA) has not yet exercised its authority over product labeling to define the term "natural", but instead has issued an unofficial and unbinding definition of "natural" that carries very little weight. Self-regulation by big-name cosmetics companies can also lead to the consumer's detriment, as they may decide to use harmful chemicals that are simply cheaper to produce, while still marketing their products as "natural".

So, how can a consumer be sure his or her products are safe or know who to trust when looking for natural products? The answer, unfortunately, is that many consumers remain unaware of the potential harm they do to their health every day by using chemical-infused products. But, for those who are aware of the potential dangers of chemical-infused cosmetics and want clear, unbiased data on the safety of a particular product's ingredients, there are options. The Campaign for Safe Cosmetics is a non-profit coalition dedicated to helping consumers assess the safety of their cosmetics! People can visit their website at <http://safecosmetics.org/> and check out their press release that highlights 321 companies they have deemed "Champions" (those who met the goals of the Compact for Safe Cosmetics.)

Castle Baths, the creator of the Tre'Yours anti-aging spa line, is one such "Champion" for Safe Cosmetics. The Tre'Yours line was created to offer safe, chemical-free anti-aging cosmetics to concerned consumers. Castle Baths has earned the trust and loyalty of its customers by offering verifiable proof of their products' safety, such as using Certified Organic and wild-crafted ingredients, and using Geogard® Ultra, which is the only preservative accepted by ECOCERT in certified organic cosmetics. Castle Baths has also achieved membership in the Coalition for Consumer Information on Cosmetics (CCIC) Leaping Bunny program as well as Green America.

Today, the Tre'Yours line includes an exclusive selection of scrubs, face creams, spa soaps, and other anti-aging spa products, and is available in separate men's and women's lines. Tre'Yours products can be found in up-scale spas, dermatologists' offices, and many other places whose clientele is likely to be really serious about skin care.



**Castle Baths Press Room:**

Scan the QR code or go to:

[www.castlebaths.com/press-room.html](http://www.castlebaths.com/press-room.html)

## Castle Baths Fact Sheet

Introducing Tre'Yours

On September 24, 2013, Castle Baths launched two new Tre'Yours products: Avocado Corrective Face Cream and Avocado Hemp Regenerative Cream. The new products have been accompanied by exclusive his and hers product lines, each with its own unique label design, offering men and women products formulated for their skin's needs. The Tre'Yours brand will also get a makeover with all new labels. The two products offer post-op, sensitive skin, and problem skin sufferers, numerous benefits to include:

- Anti-inflammatory properties to help you feel better
- Anti-bacterial properties
- Soothing irritated, sensitive skin
- Anti-aging and outstanding regenerative properties
- Natural sunscreen protection
- Helps increase skin's collagen levels to help skin stay firm and youthful
- Helps protect from free-radicals and associated damage
- Natural green color balances red skin to give an even tone
- Non-pore clogging moisture that absorbs quickly and fully and penetrates deep into skin tissues

**Headquarters**  
Hampton, VA 23663

Ingredients								
	Avocado Oil	Hemp Seed Oil	Arnica Montana	Green Tea Extract	Natural Glycerin	Cucumber Extract	Unrefined Shea Butter	Essential Oils
Included in Avocado Hemp Regenerative Cream	X	X	X	X	X	X	X	X
Included in Avocado Face Cream	X			X	X	X	X	X
Skin Care Benefits								
Natural Sunscreen	X						X	
Ease Discomfort		X	X				X	X
Moisturizer	X	X		X	X	X	X	X
Anti-Aging	X	X	X	X	X	X	X	X
Antioxidant	X			X			X	
Ease Bruising		X	X				X	
Ease Swelling		X	X				X	
Rejuvenates Skin		X	X				X	X
Intensifies Other Ingredients	X							

### A Note About Hemp Seed Oil and U.S. Law:

While hemp is genetically associated with Cannabis, it does NOT contain THC, which is the psychoactive element in marijuana. As such, Hemp Seed Oil is perfectly legal to purchase and use in the United States. In addition to making a great skin care ingredient, it is commonly used in the manufacture of nautical rope.



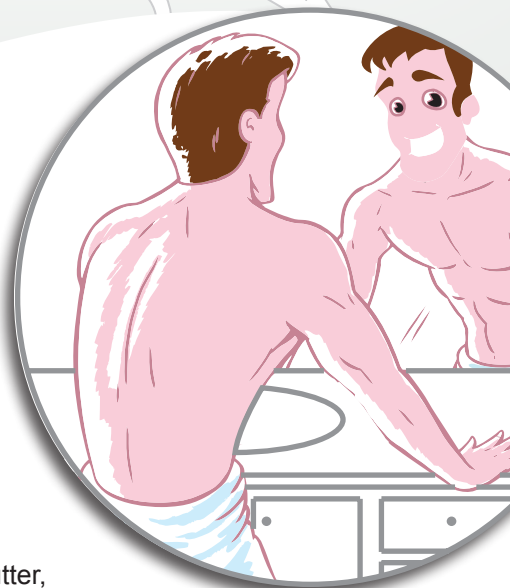
Good for all skin types, but especially helpful for sensitive skin, skin over 40, and pre/post-op skin care following cosmetic surgery.

TRE'Yours™  
for her  
by Castle Baths™

TRE'YOURS™  
for him  
by Castle Baths™

# Tre'Yours for Him - Formulated just for him

Tre'Yours Avocado Corrective Face Cream and Tre'Yours Avocado Hemp Regenerative Cream are our simplest, purest formulations with no added extras - only using the most powerful natural ingredients to give your skin the highest quality impact. They are good for all skin types, but especially helpful for sensitive skin, skin over 40, and pre/post-op skin care.



## Tre'Yours Avocado Corrective Face Cream for Him

Tre'Yours Avocado Corrective Face Cream makes an excellent daily moisturizer and natural sunscreen.

**Ingredients:** Certified Avocado Oil, Distilled Water, Unrefined Shea Butter, Cucumber Extract (Certified Organic Cucumber Hydrosol), Green Tea extract (Certified Organic Dao RenTea), Natural Glycerin, Emulsifying Wax (vegetable base.) Geogard® Ultra (glucono delta lactone, sodium benzoate and calcium gluconate. ) (ECOCERTIFIED as a Natural preservative in certified organic cosmetics)

**Size:** 100 mL (Special promo size - 100 mL for the price of 50 mL)

**MSRP:** \$132.00

*Tre'Yours Avocado Corrective Face Cream for Him*

We call it corrective because it balances out redness.



## Tre'Yours Avocado Hemp Regenerative Cream for Him

Tre'Yours Avocado Hemp Regenerative Cream makes an excellent nighttime moisturizer to assist your skin's natural overnight regeneration process.

**Ingredients:** Hemp Seed Oil, Avocado Oil, Distilled Water, Unrefined Shea Butter, Cucumber Extract (Certified Organic Cucumber Hydrosol), Green Tea Extract (Certified Organic Dao RenTea), Arnica montana, Essential Oil, Natural Glycerin, Emulsifying Wax (vegetable base ), Geogard® Ultra (glucono delta lactone, sodium benzoate and calcium gluconate. ) (ECOCERTIFIED as a Natural preservative in certified organic cosmetics)

**Size:** 50 mL

**MSRP:** \$127.00

*Tre'Yours Avocado Hemp Regenerative Cream for Him*

We call it regenerative because of its extreme moisturizing abilities.

Get yours today! Visit: [www.castlebaths.com](http://www.castlebaths.com)

TRE'YOURS<sup>TM</sup> for him  
by Castle Baths<sup>TM</sup>

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**Size:** 50 mL

**MSRP:** \$127.00

*Tre'Yours Avocado Hemp Regenerative Cream for Her*

We call it regenerative because of its extreme moisturizing abilities.

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TRE'Yours™  
for her  
by Castle Baths™

# Tre'Yours Price Sheet



TRE'YOURS<sup>™</sup> for him  
by Castle Baths<sup>™</sup>



**Products** (Shelf life: 1 year)

**MSRP**

**Promotional Size\***

Avocado Corrective Face Cream for Him.....	\$132.00	100mL
Avocado Hemp Regenerative Cream for Him.....	\$127.00	50mL



TRE'Yours<sup>™</sup> for her  
by Castle Baths<sup>™</sup>



**Products** (Shelf life: 1 year)

**MSRP**

**Promotional Size\***

Avocado Corrective Face Cream for Her.....	\$132.00	100mL
Avocado Hemp Regenerative Cream for Her.....	\$127.00	50mL

## Special One-Time Trial & Test Offers

Qty.	Total Bottles	Price (wholesale)	Discount	Your Price	MSRP
3 units**	12 bottles	\$852.00	45%	\$854.70	\$1,554.00
6 units**	24 bottles	\$1,704.00	50%	\$1,554.00	\$3,108.00
12 units**	48 bottles	\$3,408.00	50%	\$2792.20	\$6,216.00

\* Promotional size is for a limited time only. We will soon be offering a 50mL version of our Avocado Corrective Face Cream in addition to our 100mL size. For a limited time only, you can get 100mL for the same price as our 50mL version, so **order today before this offer expires!**

\*\* 1 unit = 4 bottles (1 of each product for him and for her)

**Castle Baths**

**(757) 788-8157**

**www.castlebaths.com**