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‘COSMONATURAL’ LEADS BEAUTY TRENDS IN 2009

Augisa & Co. Organics Creates the Perfect Blend of Cosmopolitan Style and 100 Percent Natural Ingredients in an Unmatched Collection of Beauty Products

Now Introducing Two New Products for the Hair and Body

CHARLOTTE, N.C. – January 28, 2009 – Among the nearly 80 percent of shoppers who are very or somewhat interested in natural beauty products, words like natural doctor approved, socially responsible and environmentally friendly aren’t all that sexy. But Augisa & Co. Organics (www.augisa.com) is changing the perception of natural beauty products, while simultaneously distinguishing itself in the industry with its 100 percent natural and organic products, and strict truth in labeling practices. From decadent, but affordable, body butters, to delicious lip balms made with certified organic flavor oils, Augisa & Co. Organics is pushing its ‘cosmonatural’ philosophy to the forefront of the industry, and giving consumers a chicer way to nurture their beauty.

“All of our products are created first and foremost with the purpose of healing and nurturing the skin, and helping our customers to affordably adopt a more healthy lifestyle,” said Nikki Rodriguez, founder of Augisa & Co. Organics, based in Charlotte, N.C. “But we also wanted to help our customers feel more beautiful. Being healthy isn’t often equated with being sexy, but it should be. So we specialize in all natural, organic and vegan healing formulas that are good for you, while making you feel soft, sexy and pampered at the same time.”

Augisa & Co. Organics offers a unique line of 100 percent natural and organic beauty products, approved by natural health doctors, and formulated to help heal the body from the ailments caused by living in an urban environment. The company’s collection includes products for the hair, skin and lips, as well as specialty items for new moms and newborns. Top sellers include ReNewed Organic Butter Body Balm, a revolutionary new formula created to soothe problem skin, and provide relief from eczema and psoriasis, Ocean’s Breath Organic Butter Scrub, and Mommie 2 Be Bellie Butta.

Since the launch of the company, Augisa & Co. Organics has made a big impression on consumers, and retailers are quickly recognizing the value the brand brings to their establishments. The brand is currently available in stores throughout the U.S., and as of February 2009, will be available in Earth Fare, a leading natural and organic market with stores throughout the southeast. The brand was handpicked by the store's health and beauty category manager based on its long list of health benefits, gentle formulas, and solid commitment to clean, effective, affordable, and natural body care with no usage of any ingredients sourced from petrochemicals.

"We're able to promise what most companies aren't," said Rodriguez. "Our products are made from all natural and organic ingredients, they're priced for the health of your body and your budget, and they truly make a difference in how you look and feel. They're also endorsed by natural doctors and holistic nurses."

Augisa & Co. Organics is committed to evolving to meet the needs of its customers, including the development of tantalizing new fragrances, and formulas designed to nurture all skin types. Current new additions to the product line for 2009 include:

Coconut Lemon Hair & Body Bliss Oil (8 oz.) – Gently shines and conditions the hair and skin, while restoring the hair's natural pH. Doubles as hot oil treatment or after bath oil. **Retail price \$9.99.**

Honey Jasmine Hair & Body Heaven Lotion (8 oz.) – A natural alternative to gels for ultimate hold that protects hair from dryness and brittleness caused by blow drying, hot curling or combing. **Retail price \$9.99.**

In addition to its existing products, the company is also preparing to unveil a new line of products for the face, as well as Pooch & Purr, a product line for pets.

"Since the rise in popularity of natural products, women are becoming more conscious about the ingredients in the products they use on themselves, as well as their children and even pets," said Rodriguez. "Our products give them peace of mind, while still making them feel beautiful and fabulous, and without breaking the bank. And as a busy mom and business owner, I'm extremely proud that we're able to do that."

Augisa & Co. Organics is endorsed by Green People, Green Office, the Organic Consumers Association, Peta Business Friends, the Compact for Safe Cosmetics, and the Natural Ingredient Resource Center for Truth in Labeling.

For more information, retail locations or to purchase products online, visit www.augisa.com. To schedule an interview with Nikki, or to request photos or product samples, contact Ty Mays at (770) 256-8710 or ty@perfectpitchpr.com.

Note to the media: High-resolution photos and product samples are available upon request.

About Augisa & Co. Organics

Augisa & Co. Organics was born from founder Nikki Rodriguez's vast experience in the personal care industry and her passion for natural living. With more than ten years of experience as a cosmetic chemist developing products for numerous reputable brands including Estee Lauder, Clinique, Lancôme, Avon, Mary Kay, Bath & Body Works, Rodriguez now uses her expertise to develop Augisa & Co.'s unique collection of 'cosmonatural' products. Made from concentrated amounts of natural and non-genetically modified organic butters and oils that have been used throughout history to promote the healing process, the company's products are endorsed by naturopathic medical professionals, and several social and environmental organizations. For more information, visit www.augisa.com.