



FOR IMMEDIATE RELEASE

Fight Chronic Inflammation and Premature Aging in 14 New Ways

Vancouver, BC, January 5, 2011 — Adding to their recently released collection, [Escents Aromatherapy](#) has introduced fourteen new [Thera-Skin products](#), doubling its numbers. With these new additions, over nine different skin types are addressed, providing greater variety than most other natural skin care lines. The purpose of Thera-Skin remains the same; to fight chronic inflammation and premature aging.

Inflammation is a part of the body's natural healing process. It occurs at a cellular level when the immune system tries to fight off germs and repair damaged tissues. Pimples and rashes, for example, are forms of inflammation. When the fight is over, the army of inflammation-triggering substances is supposed to retreat, but in many cases it doesn't. When the skin is involved, it can accelerate fine lines, wrinkles and enlarged pores, and lead to puffiness, sagging, blotchiness or reddening of the skin.

“What many people don't realize is that you can cause inflammation in your skin simply by using the wrong products for your skin type, even if they're made with natural ingredients,” explains Jacqui MacNeill, owner of Escents Aromatherapy and creator of the collection. “We don't believe in a ‘one size fits all’ approach to skin care. Sensitive dry skin, for instance, has different needs than sensitive oily skin. The variety of skin types addressed by Thera-Skin lets our customers get the exact products for their skin, and we provide product replacement or refunds if any irritation occurs.”

The Thera-Skin collection is formulated with natural ingredients with no chemical preservatives like parabens to reduce inflammation, protect cell structures and deliver powerful anti-oxidants, all with the underlying goal of [fighting premature aging](#). These products are available in [starter sizes](#) to allow customers to determine the best choices for their skin. To help determine the right products for your skin, consult the [Thera-Skin skin type chart](#).

About Escents Aromatherapy:

Feel Good... Naturally. Escents Aromatherapy, a company based out of Vancouver, Canada, uses essential oils and other plant-based ingredients to create a wide range of natural bath & body, wellness and home fragrance products. Founded on the idea that nature has the power to provide no matter what our needs, Escents uses the essences of nature to help people feel their best, body and mind, for a truly soulful experience of life. For more information, visit www.EscentsAromatherapy.com.

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