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**TWO LOCAL WOMEN LAUNCH NATIONAL WOMEN'S HEALTH AND WELLNESS
COMPANY**

**Personal health experiences inspire development of first of kind wellness product line and
innovative cancer screening services**

Weston, CT - Artemis Woman, LLC, is beating the odds for start-ups in these challenging economic times. Guided by Weston resident Ann Buivid and her business partner, Lisa Kable of Trumbull, Artemis Woman, LLC has achieved startling early success in its first year of operation, with product placement at Ulta (a national women's health and beauty chain), and planned holiday promotions at JC Penney, QVC, and Bloomingdales.

As have many women, Ann and Lisa have both dealt with significant health challenges in their past, thrusting them into the confusing world of traditional doctors, alternative healers, and managed care. Through these experiences, they learned that ultimately the best guide to health and wellness is trust in one's own instincts and knowledge that one's body has a unique ability to heal itself. Ann and Lisa founded Artemis Woman, LLC in 2002 with this shared vision and introduced empowering personal care products and health services for women, focusing on alternative health care practices, methods, and beliefs.

The first Artemis products, Healing Gems and Healing Crystals, tap in to the \$30 billion market for alternative health care products. The Healing Gems Microdermabrasion System includes a unique facial scrub that incorporates finely ground gemstones, like amethyst and rose quartz, combined with a unique blend of essential oils to exfoliate and refresh facial skin. The Healing Gems scrub is used with a unique, battery-operated microdermabrasion appliance.

The Healing Crystals Salt Lamp is a natural version of the electronic ionizers that are currently top sellers in specialty retailers like Sharper Image. The Salt Lamp emits negative ions into the

“Raising money and starting a company when the country is in a recession and involved in military conflict is challenging,” said Ann Buivid, Managing Partner of Artemis Woman, LLC, “but we’ve found tremendous support from local investors and customers who have embraced our idea of empowering health and wellness products for women.”

Ann Buivid’s business partner and co-founder, Lisa Kable, used her personal experience of dealing with breast-cancer in her late 20’s as motivation to explore alternative wellness products. “I went undiagnosed for nearly two years; mammograms never detected my cancer and thermal imaging was not locally available,” said Kable. “Ann and I hope to provide a safe, proactive method for early detection.”

Artemis Woman is donating 2% of profits to support alternative screening and treatments for women’s cancers. “We don’t want to be just another pink ribbon on the package,” said Buivid. “We want to fund research for under-funded alternative cancer treatments including herbs, energy medicine, and thermal imaging, making these less invasive treatments better understood and promoted through education and credible research. Our ultimate goal is to make these techniques more accessible to the public.”

Artemis Woman, LLC is a one-year old company based in Weston, Connecticut dedicated to creating empowering wellness products and health services for women.