



NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact

Diana de Lamadrid
diana@christiecomm.com
Christie Communications
(805) 565-4122

Artemis Woman, LLC

Lisa Kable, Managing Partner
lisa@artemiswoman.com
www.artemiswoman.com
(877) 212-1560

October 28, 2004

2 pages

SOOTHING SALT CRYSTAL LAMPS FROM ARTEMIS WOMAN, LLC TRANSFORM AND ENERGIZE YOUR PERSONAL SPACE

“Artemis Woman's Salt Crystal Lamp gives off a warm, soothing glow. My lamp sits beside my computer at work. Its gentle luminescence reminds me of New Mexican sunsets... The lamp is a visual massage. Give yourself the gift of relaxation.” -An Artemis Woman, LLC Customer

(Weston, CT) Many attribute the invigorating freshness we feel near pounding surf, forceful waterfalls and after thunderstorms to air filled with negative ions that may calm, energize and clear our minds. “Bad” air in our offices, homes and cities is full of *positive* ions emitted from computers, TVs and fluorescent lights. This “electronic smog” can make us feel tired, depressed or irritable. Now **ARTEMIS WOMAN, LLC** brings nature’s restorative power inside with their premium **SALT CRYSTAL LAMPS**, nature’s ionizers. Beautiful, calming salt crystal lamps create a warm, sensual glow and gently emit negative ions into the air. Artemis Woman’s salt crystal lamps are superior to all others in quality, construction and price; they are the only fully UL-approved salt lamps available, yet cost about half as much as others. They even solve “the guy-gift-problem;” men love them. They are perfect gifts for office, home, kids’ nightstands, dorm rooms, meditators, convalescents -- or hassled husbands. Never order just one – someone else will want it!

“We discovered salt crystal lamps when we started Artemis Woman. Our salt lamps filled our offices with a beautiful peaceful glow as we sat for hours at our computers. We believe that our salt crystal lamps not only reflect the inner strength of the Greek goddess Artemis and her connection with the earth, but that they also have the power to transform and energize your personal space.” Says Lisa Kable, who co-founded Artemis Woman, LLC with Ann Buivid. Buivid agrees and adds, “We love our salt lamps, and everyone who sees them immediately wants one.”

Unlike popular ionizing machines, Artemis Woman salt crystal lamps enhance both air and décor with natural beauty. Salt crystals are mined 6-8 miles deep in the earth beneath the Himalaya Mountains and are about 250 million years old. As a light bulb illuminates its depths and warms the salt crystal, it releases negative ions into the air and casts soft glowing light in hues of off-white, pink, yellow, amber and deep salmon. Since salt crystals are carved from the earth, each is unique in color, shape, and size. Crystals weigh 7-9 pounds and come secured to a mahogany-stained wood base. Customers call Artemis Woman salt lamps “pieces of art on a pedestal.”

1165 Coast Village Road, Suite M | Santa Barbara, CA 93108 | 805.969.3744 T 805.969.3697 F
christiecomm.com

Artemis Woman salt crystal lamps are the safest, highest quality, most spectacularly packaged salt crystal lamps available. *Only Artemis Woman salt crystal lamps are UL approved for the whole lamp, not just the cord.* You can hold an Artemis Woman lamp upside down by the cord (a weight of 10-12 lbs.) and the bulb and cord will not detach from the lamp. Many other lamps sit on rubber feet; Artemis Woman's handsome wooden base protects furniture from moisture. Artemis Woman saves you money by using salt crystals mined in Asia instead of Europe, where prices are controlled. At \$50, Artemis Woman's salt crystal lamps sell for about half the price of other lamps of lesser overall quality. Unlike competitors' plain brown boxes, Artemis Woman's attractive, glossy printed boxes beautifully present your thoughtful gift.

Happy customers tell Kable and Buivid that salt crystal lamps cleanse their personal space, are relaxing, warm and sensual, and that their soft glow is perfect for kids' rooms, bathrooms, hallways, or anyplace they need soft light and a calm atmosphere. The decorating possibilities for these unique lamps are endless! Lamps can be left turned on to combat bad air near televisions and computers, around smokers, in offices with air-conditioning, during massage therapy, in meditation rooms and anywhere else you want to restore or preserve the natural air quality. Leave a lamp on to sooth a pet and refresh its space.

Salt cave spas are very popular in Europe. People may visit them for as long as a month to receive the health benefits and relief from symptoms of illnesses ranging from asthma to migraines and rheumatism that they say salt cave environments provide. Exercise classes are also held in negative-ion-rich mines. There is a long history of alternative healers using these modalities to help their patients.

Humans react best when negative ions outnumber positive ions by 2 to 1, but this seldom occurs. Yosemite Falls has a negative ion count of over 100,000 per cubic centimeter of air. Fresh, country air has a negative ion count of 2,000 to 4,000 per cubic centimeter of air. Los Angeles during rush hour has a negative ion count of around 100 per cubic centimeter of air. As our sedentary, technology-bombarded indoor lifestyles decrease our air quality and our exposure to "mountaintop experiences," they influence how we feel. Artemis Woman salt crystal lamps offer an easy, natural way to increase negative ions in your home and reconnect with the earth.

Buivid and Kable, both with impressive Fortune 200 executive experience, chose the goddess Artemis as their company's symbol because she embodies the ideal of strength drawn from nature. "Our whole company is about tapping natural energy sources from the earth," says Buivid. "Salt crystal lamps are a natural adjunct to our unique gemstone therapy skincare line that uses earth's healing energies to improve skin health and beauty. We hope customers will enjoy the same beauty and peace these lamps give us."

Artemis Woman, LLC is owned by women dedicated to creating products and services that empower women in their quest for physical, spiritual and emotional health. The company offers individual products and complete wellness systems under the Healing Gems™ and Healing Crystals™ labels in addition to providing Artemis Thermal Imaging Services for the earlier detection of breast cancer. Artemis Woman products reflect that the power to achieve optimal health and wellness lies within. For more information visit www.artemiswoman.com, write to P.O. Box 1242, Weston, CT 06883, call (877) 212-1560, or call Christie Communications at 805-565-4122.

#