

ABC Good Morning America Calls on Pristine Beauty

By Pristine Beauty, Inc.

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The natural cosmetics company is receiving well deserved recognition for creating an effective, 100% natural GLAM beauty line that gives back to charity with every purchase and promotes awareness of harmful toxins in everyday personal care products.

Blaire Kessler's hard work creating and marketing her Pristine Beauty line of all-natural skin and hair care products is paying off.

Kessler, a former Miss Winston Cup who started the line after battling breast cancer, will be on "Good Morning America Weekend" Sunday telling her story.

A film crew from the show was in Raleigh this month to follow Kessler around Raleigh as she did business: first in her kitchen, where she started making her lotions and hair serum; to Whole Foods in Raleigh as she dropped off products; to Luxe Apothecary, a local beauty products boutique that was among the first to carry Pristine Beauty (Luxe owner Fiquet Bailey was also interviewed); then back home to chat with Kessler and her husband. Kessler said the crew was with her for 12-1/2 hours. GMA Weekend starts at 8 a.m. eastern time on Sunday!!!

"I was interviewed throughout," Kessler said in e-mail. "They even had the camera hooked to the car for Yunji (de Nies, an ABC News correspondent) and me. It was unbelievably exciting."

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