

## **Pristine Beauty Has A Whole New Market**

*By Pristine Beauty, Inc.*

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*Pristine Beauty known for GLAM effective 100% natural personal care products has managed to add 22 new Whole Foods stores in under a year! This is virtually unheard of at the mega successful Whole Foods Market. They must be doing something right!*

When Blaire Kessler began making chemical-free beauty products after her breast cancer diagnosis in 2005, she had no idea how quickly her line would take off. But this month, Kessler's Pristine Beauty ( shop [pristinebeauty.com](http://pristinebeauty.com) ) brand was picked up by Whole Foods' Southwest region, adding her products to 22 new stores. The line is already available in local Whole Foods stores, as well as other boutiques across the country.

Kessler thinks the line appealed to the chain for both its natural ingredients and its old-Hollywood-glamour-inspired packaging.

"They said, 'Your line is something that is eye-catching and is something that we haven't done before,'" Kessler said. "It's not just another skincare line; it's not just a facial line. They're all problem solvers. And I think they like the fact that I'm adding humor and fun - you can be cute and want cute things, but still be health-conscious."

Kessler recently introduced new products - a sunless tanner, shampoo and conditioner. She updated the deodorant Take A Whiff! with a new formula, too. It now has 2 pro-biotics which makes it ultra effective and the GLAM new look really rocks our world!

"People want a natural deodorant that actually works," she says. "This new formulation is something that I tested on my husband to make sure it works really well."

Kessler hopes these developments will help her spread the word about using natural products and avoiding chemicals.

"If I can be a part of someone being interested in my line because it's cute and girly and glam, but then realizing and enjoying the benefits of natural products, that's a big deal," she says.

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Pristine Beauty, Inc. 100% natural cosmetics company that creates effective natural personal care products with an Old Hollywood retro theme. We donate a portion of the proceeds of each order to the Young Survival Coalition and the Cancer Prevention Coalition with every order all year.

Category      Cosmetics, Beauty Industry, Fashion

Tags            beauty, cosmetics, all natural, vegan, cancer, Health, deodorant, shampoo, glamour, retro

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