



PRESS RELEASE

World Artisan Guild LLC
US Importer of
ARGAND'OR Argan Oil

**World Artisan Guild introduces new Argan Oil based Cosmetic Line to the
American Natural Cosmetics Market**

Milwaukee, Wisconsin - June 25, 2008

World Artisan Guild, importers of culinary *ARGAND'OR* Argan oil, the only hand-crafted organic Argan oil available in the United States, announced today the introduction of an Argan oil based natural cosmetic skin care line. The first three products to be introduced are *Argand'Or* Face Cream, *Argand'Or* Body Lotion and pure, certified USDA organic *Argand'Or* cosmetic Argan oil.

Argan oil is known as a nutritious and delectable gourmet oil, rich in essential fatty acids and nutrients. However, Argan oil is much more than just a healthy culinary treat - it is a natural beauty serum that helps skin to remain hydrated, firm and beautiful.

Indigenous Berber women of the semi-arid Arganeraie, the only place in the world where the rare Argan tree grows, have been using Argan oil for their beauty regime for centuries. Argan oil protects their skin and hair from the elements of their harsh North African homeland.

Lately, more and more women in the West are discovering the beauty secret of the Berbers. Only a few drops of the oil are needed to deeply moisturize and soften the epidermis for a revitalizing luxurious feel without leaving an oily residue. Argan oil naturally improves the elasticity of the skin - and helps to prevent the occurrence of wrinkles and stretch marks, soothes skin irritations and softens and reduces scars. Applied to hair and scalp, Argan oil nourishes stressed hair and provides a lasting natural shine.

The secret of Argan oil lies in its unique composition: Argan oil contains more Vitamin E in the form of highly active gamma-tocopherol than any other oil - powerful anti-oxidants that fight and neutralize free radicals, the main cause of cell damage and aging. Furthermore, Argan oil is rich in anti-inflammatory phytosterols.

Both, *Argand'Or* Face Cream as well as *Argand'Or* Body Lotion are based on pure, certified organic Argan oil: Argan oil is blended with the finest ingredients such as moisturizing Aloe Vera, nourishing Shea Butter, Rose oil and precious Macadamia oil to prevent dehydration and nourish the epidermis. *Argand'Or* Face Cream helps to prevent the onset of wrinkles and skin aging. *Argand'Or* Body Lotion revitalizes the skin and leaves it pleasantly supple and firm. All *Argand'Or* cosmetic products are dermatological tested and suitable for all skin types. *Argand'Or* Face Cream and Body Lotion are made in Germany and meet the strict BDIH* certification standards for Natural Cosmetics.

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All three products are available from July 1st, 2008. *Argand'Or* Face Cream retails at \$55 (1.7 oz) and *Argand'Or* Body Lotion at \$45 (5.1 fl oz). The suggested retail price for *Argand'Or* pure cosmetic Argan oil is \$58 (3.4 fl oz).

About World Artisan Guild:

World Artisan Guild LLC is the exclusive US importer of *Argand'Or* culinary Argan oil and the *Argand'Or* Argan oil based cosmetic line. *Argand'Or* Argan oil is produced by the Union des Cooperatives des Femmes de l'Arganeraie (U.C.F.A.), a group of 22 Berber women cooperatives in the Arganeraie, a UNESCO protected Biosphere Reserve in Morocco's Southwest. *ARGAND'OR* Argan oil is certified USDA organic and a product of fair trade practices.

**BDIH: Bundesverband deutscher Industrie- und Handelsunternehmen für Arzneimittel, Reformwaren, Nahrungsergänzungsmittel und Körperpflegemittel e.V.
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