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ECO-FRIENDLY PLASTIPURE HELPS TURN BEAUTY GREEN
Austin-based company partners with Benedetta Skin Care

AUSTIN, Texas—Teens across America are literally wearing green. Thanks to Benedetta's new line of Sassy Sacred Soap that is not only filled with the richest organic and biodynamic essential oils, it is packaged in an estrogenic activity free (EA-Free) bottle produced by PlastiPure.

Currently, PlastiPure's 12oz EA-Free foamer polyethylene bottle is being used in Benedetta's soap collection. And Benedetta plans to use EA-free plastics in the future as they create other personal care products.

"The partnership with Benedetta reinforces our mission of developing and supplying safer plastics and other materials free from harmful chemicals that have hormonal activity," said George Bitter, Founder and Chief Scientific Officer of PlastiPure.

PlastiPure is the first company to make plastic bottles free of estrogenic activity (EA). Many articles in scientific journals have reported that chemicals having EA can produce early sexual maturation, altered uterine, ovarian and breast functions, altered prostate, testicular and sperm functions, and increased rates of some breast, ovarian, testicular and prostate cancers. Currently, companies and governmental organizations are addressing only two chemicals having EA, Bisphenol A (BPA) and phthalates. But these are just two chemicals in more than a hundred that leach from almost all plastics posing a significant health risk to infants and young children. PlastiPure's EA-free plastic packaging minimizes hormonal exposure and is the next big step in producing safer plastics.

Benedetta's partnership with PlastiPure emphasizes its focus on remaining free of harmful chemicals. It just one of the seven green companies teaming up with Teens Turning Green to launch an unprecedented collection of eco body care products created by and for young adults. Teens Turning Green, the collaboration between these environmentally aware companies and California-based non-profit Teens for Safe Cosmetics, seek to educate the public about harmful chemicals found in cosmetics and personal care products. Teens Turning Green is not only an exclusive collection at Whole Foods Market, but they meet the Whole Foods Market Premium Body Care Standard the most comprehensive in retail.

Julia Faller, founder of Benedetta, has been involved with the clinical use and research of essential oils since 1986. To date, Benedetta's entire line has been developed without the use of synthetic chemicals or preservatives and has remained focused on the highest quality of biodynamic and organically grown raw materials.

"The future lies in the hands of our youth," said Faller. "If we really want to instigate a lasting, healthier change for this planet, one that does not include the use of toxic or hormonal chemicals of any kind, then we need these types of advanced technology solutions."

Benedetta's Sassy Sacred Soap packaged in PlastiPure's EA-free plastic bottle along with several other eco-friendly body care lines introduced by Teens Turning Green are now available exclusively at Whole Foods Market.

About PlastiPure www.plastipure.com

PlastiPure is an advanced technology company located in Austin, Texas. Its team of leading biologists, polymer chemists and industry experts has come together to advance the science of safer plastics. Founded in 2000, PlastiPure creates and licenses new polymer formulations and plastic items that are safer for consumer use.

PlastiPure's proprietary products and intellectual property have many applications in a wide range of industries: food and beverage, pet food, infant feeding, personal care, packaging, cosmetics, medical supply, pharmaceutical, toy and other industries.

About Benedetta www.benedetta.com

Holistic skincare formulated to Purify, Balance, and Rejuvenate. All Benedetta Aroma therapeutic products are generously activated with Pure Essential Oils and formulated in a synergy considering their curative aspect, as it pertains to a particular skin condition. Its essential oils are purchased from a global community of organic, biodynamic (Demeter certified) farmers and wild crafters all with their own rich heritage and story.

Raw materials and finished products are stored in a temperature-controlled environment. Benedetta skin care preparations are non-comedogenic and highly concentrated. Each product is carefully handmade in small batches.

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