

## Press Release

23<sup>rd</sup> February 2016

*For Immediate Release*



## **Science Graduate Brothers invent new Technology using 'Good' Skin Bacteria to solve Skin Health Crisis.**

**Founders of skin health company JooMo® are very first to move  
science of gut health to the skin.**

**When identical twins Sam and Kit investigated the dramatic rise in 'Skin Health' problems throughout the developed world, they found that virtually no research had been done into the reasons for this increase.**

Using the parallel of a healthy gut environment, the brothers have unlocked the secret of healthy skin by focusing on the hidden, microbial world of the skin surface. Trillions of microbes, mostly helpful, need to exist on it in a symbiotic relationship to maintain the health of the skin and protect it against disease causing pathogens.

Their unique Microbiota Immune Response Regulation (MIRR)<sup>™</sup> Technology, used in every JooMo® Skin Health product, is based on State-of-the-art Microbiological & Immunological research, and protects the skin against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

*Nuclear Astrophysicist Sam Wallen Russell, JooMo Ltd. Co-Founder and Technical Director, explains:*

*"Skin is a dynamic organ, a vast and complex system of cells interacting in synergy with each other. This needs to be preserved, enhanced and protected, right down to the smallest, quantum level."*

*"Our revolutionary MIRR technology does just that and has moved beyond the narrow perception of skin microbiota as solely potential agents of disease. A natural equilibrium within the skin cell environment, including skin microbiota, is vital in preserving local immunity and tissue homeostasis."*

A 100% truly natural solution that focuses on empowering, not changing, the skin's natural environment, it aims to strike another nail in the coffin of the 'natural' skin care industry – described by JooMo as 'deceitful'.

Today's skin care industry uses harsh synthetic chemicals which strip the skin of everything, including the useful microbiota. This drastically changes the skin's natural environment, breaking down its defences and immunity to disease.

*UCL Geophysics Graduate Kit Wallen Russell, Co-Founder and Sales Director of JooMo Ltd., sums up:*

*“Many companies claim they are natural when they are far from it. Having a few natural ingredients in a sea of synthetics does not give someone the right to label their product as ‘natural’ and is deceitful.”*

*“There has only been a limited amount of research done on skin environment and the body's immune system responses, and only now are we beginning to understand the fundamentals of the crucial role skin has to play in overall health.”*

*“JooMo® are pioneering a new generation of research into the complex science of skin microbiota, and we intend to change the cosmetics industry into a research based, health preserving industry, not a damaging, multi billion dollar cover up.”*

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## **Notes to Editors**

*For more information please Email Linda Russell: [info@JooMo.coop](mailto:info@JooMo.coop)*

## **JooMo Ltd**

Motivated by the scandal of the developed world's skin health crisis with a 500% increase in childhood skin problems (eczema, allergies, acne, etc), JooMo have invented and developed the World's First Ever 100% Truly natural face wash. Appalled at the dishonesty of the so-called 'natural' cosmetics industry, Linda

Russell, Nick Wallen and their twin sons Sam & Kit used this industry redefining technology to co-found Award Winning British success story JooMo Ltd.

[www.JooMo.coop](http://www.JooMo.coop)

### **JooMo Foundation**

The Charitable wing of JooMo Ltd that sponsors and supports their values and beliefs.

*The Liberal Awakening*

...the Disestablishment of the Ruling Class

[www.JooMo.org.uk](http://www.JooMo.org.uk)