

Press Release

2nd February 2016

For Immediate Release



Microbiota Immune Response Regulation (MIRR)[™] technology.

**REVEALED: Secret cutting-edge research behind the
'greatest technological breakthrough in Skin Health for over 100 years'.**

Despite the dramatic rise in 'Skin Health' problems throughout the developed world, research into the reasons for this scandalous increase and its effect on overall health has been much neglected.

MIRR Technology, used in every JooMo[®] Skin Health product, is based on State-of-the-art Microbiological & Immunological research in this area, and protects the skin against against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

A 100% truly natural solution that focuses on empowering, not changing, the skin's natural environment, it aims to strike another nail into the coffin of the deceitful 'natural' cosmetics industry.

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

"Skin is a dynamic organ and this vast and complex system of cells interacting in synergy with each other, right down to the smallest, quantum level needs to be preserved, enhanced and protected. Our revolutionary MIRR technology does just that. A natural equilibrium within the skin cell environment, including skin microbiota, is vital in preserving the tissue homeostasis and local immunity."

The importance of internal microbiota (in the stomach and gut) has been the subject of much research and publicity in recent years – including many 'probiotic' health proposals.

Kit Wallen Russell, Sam's twin and Sales Director of JooMo Ltd., describes how research into skin microbiota is a relatively unknown science:

"The reality is that 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 nature that skin has to play in overall health."

JooMo® are pioneering a new generation of research into this complex science to expose the cosmetics industry and change it into a research based, health preserving industry, not a deceitful, damaging, multi billion dollar cover up.

- ENDS -

Notes to Editors

For more information please Email Linda Russell: 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

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