

Press Release

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For Immediate Release



*Joomo Ltd.
United Kingdom
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All JooMo Products Granted Extended Shelf Life.

Regulators grant world leaders in skin microbiome biodiversity a 30+ month lifetime guarantee on all their products.

A new extensive Safety Assessment on the products of skin health pioneers JooMo Ltd has shown that their 100% natural and preservative free products match the most stable and safe cosmetics on the market today.

Until now, JooMo's unique skin microbiome friendly natural products have been restricted in terms of how long they can be stored. Despite the fact that all the products passed the statutory Challenge (microbial) Test and Stability Tests, the regulators were initially concerned by the lack of traditional preservatives, and were unwilling to grant a shelf life of more than 12 months.

However, with JooMo products having been sold 'on the shelf' now for a number of years, the Safety Assessors have reviewed their judgement: since all the products have been shown to be stable and safe, and maintain their efficacy in multiple markets and conditions, they have now been given the maximum shelf life guarantee.

To ensure the absolute safety of its customers, the only proviso JooMo has decided to now recommend is that all their products be used within 12 months of opening. In other words, a JooMo product can be kept virtually indefinitely until it has been opened, after which it should be used within one year.

JooMo co-founder Linda Russell says:

"It's a huge step forward for JooMo to have this new regulatory guarantee."

"It also has major implications for JooMo distributors around the world who can now purchase all our products knowing that they can be stored virtually indefinitely. For their customers the expiry date is only relevant after they have opened and started to use the product."

“JooMo products have always been world leading in terms of safety and incredibly stable from the outset. So it’s really encouraging to know that the authorities are finally catching up with this new era of Third Wave 100% truly natural and preservative free cosmetics.”

-ENDS-

For more information please contact *Linda Russell*: Linda@JooMo.coop or call 07849 740549

Notes to Editors

JooMo Ltd

Motivated by the scandal of the developed world’s skin disease epidemic 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 preservative free face wash.

Their ‘Third Wave’ skin microbiome friendly products repair the damage caused by normal skin care products, and focus on empowering, not changing, the skin's natural environment, protecting it against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

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