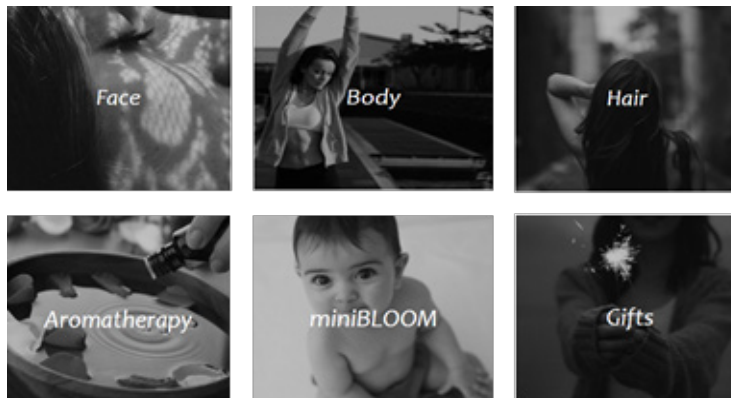


ELABLOOM

PRESS KIT



Modern Rituals for the Best Version of You



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For inquiries, please contact: pr@elabloom.com

ABOUT ELABLOOM

Elabloom ('Ela' meaning Earth in Sanskrit) was conceived in Toronto in 2011 by Jane Gershon and a partner with the purpose being to provide safe and effective products for the whole family that are competitively priced and free of harmful chemicals.

Since its inception, Elabloom has have witnessed great success with their well-received beauty line. Pursuing their passion for evolution and innovation, Jane & Brendan Gershon (pictured below) have now taken the helm at **Elabloom** to go beyond its original lineup—an Uplifting evolution. The new and improved '**Elabloom Lifestyle**' now features an exclusive line for women, and children, including full-regimen rituals to help bring out the best version of you. They are also working on a men's line, and **Elabloom** for an all-around healthier home.

MEET THE FOUNDERS

*"Rituals are viewed as more meaningful practices, rather than a robotic routine. Often there is also symbolism involved, and a real sense of purpose combined with one's subjective experience of the activity. **Elabloom** brings back the sense of purpose through ritual and conscious skincare," says **Elabloom** co-founder Jane Gershon*



OUR PHILOSOPHY

Our brand philosophy is based around two core dynamic principles: honesty and authenticity.

We develop our products with these in mind, and it allows us to produce naturally invigorating twists on classic spa rituals. Blooming is a process. We want to Guide you... Teach you... Show you.

Our step-by-step process gives you many of the benefits of a spa right in your own home. We believe in ritual rather than routine. It is a mindset rather than mindless. Our DIY spa solutions provide you with the ability to fully enjoy the benefits of a spa session, but with considerably less cost, less time, and healthier constituents! Learn and grow with [Elabloom](#).

We source our ingredients only from suppliers that have the highest integrity, and those whom we trust. We understand the negative effects of parabens, phthalates, and petroleum products, and we refuse to cut corners to save on costs.

We believe that we can still run a healthy business while bringing you high-end natural products that are good for your skin, while not breaking the bank. This guarantees quality, health, and overall rejuvenation with methodical regular rituals. All of our products are freshly bloomed, with an inspirational guide for holistic benefits.

The line of rituals is available exclusively through our website, www.elabloom.com

Elabloom is proudly paraben, petroleum, and phthalate free.

All Elabloom products are lovingly scented using our own Wellness Blends of 100% Essential Oils which can be purchased separately through our website.

PRODUCTS

FACE

Moisturizing Face Wash



Layering in Chamomile, Aloe, Cucumber and Japanese Green Tea Extracts will soothe, tighten and act as an antioxidant on the skin, leaving you feeling fresh faced and revitalized! Calm any inflammation with your cleansing ritual. Suitable for daily use and for all skin types.

Firming Facial Toner



Overflowing with botanicals, extracts, marine minerals and protein, our firming facial toner will bring some clarity and balance back into your complexion. Tamarind Seed Extract contains natural film forming polysaccharide, which mindfully moisturizes your skin so deeply.

Hyaluronic Acid & Vitamin C Serum



Vitamin C is the renaissance vitamin for your skin! It is an exfoliant, anti-oxidant, and skin-brightening agent with an added bonus of anti-aging properties. There are so many super fabulous benefits in one bottle, we think of it as our genie in a bottle! **Active Ing: 18% Vitamin C & 5% Hyaluronic Acid**



Hydrating Face Cream

Our daily facial cream contains Hyaluronic Acid (HA) which is naturally found in our synovial joints and we produce an abundant amount of it between the ages of 18-25. As we age the natural amount of HA gradually decreases. Layer this super moisturizing cream into your daily ritual and you will be looking into the mirror of your baby face in no time. **Active Ing: 5% Hyaluronic Acid**

Dark Circle Serum



Dark circles be GONE! Our formula is oil-free, and when used regularly, this product will reinforce firmness and tone around the eye area. Blood originating pigments from under the eyes will slowly fade away one sleep and dream at a time. Before you shut your eyes every night treat them right with aloe vera, vegetable glycerin, and cucumber extract our anti-inflammatory and tightening warriors! Clear conscious and calm mind. **Active Ing: 2% Haloxyl & 5% Matrixyl 3000**

BODY

Exfoliating Body Scrub



Leave the past behind during your gentle scrubbing and buffing ritual. Healing lava powder from Europe, where more than 80 volcanoes erupted thousands years ago contains silica, magnesium, calcium, titanium and sodium. Earth is literally in the palm of your hand with our exfoliating body scrub. Feel the Heal.



Spray & Go Body Lotion

Spray in a bottle makes our moisturizing ritual seamless and genius! The perfect amount of natural moisturizers include avocado oil and aloe vera. Be like a goddess as you spritz and shine, we recommend repeating a positive affirmation to yourself 3 times, this will give you the right amount of time to cover your entire body! Spray light, THINK light!

Dead Sea Soaking Salts



Soak up the healing powers of the Dead Sea by swirling these salts into a warm nurturing bath. Step into tranquility as the lukewarm waters embrace you. Try adding 10-15 drops of our Aromatherapy oils and steep away the day's stress.

HAIR

Moisturizing Shampoo



Balance your entire system by rubbing the tension away from your head, scalp and neck while using our specially blended shampoo cleanse. Aloe Vera and Vitamins give your hair that special shine and cooperative manageability. Vegetable glycerine adds body and bounce while retaining and maintaining moisture. **Suitable for all hair types**



Moisturizing Conditioner

Condition your hair, not your mind. Our natural formula includes olive, coconut, castor and meadowfoam seed oils, Panthenol, chamomile, lactic acid and modified guar gum. Collaboratively, these ingredients will add strength, body and shine back into your hair. For full benefits we recommend massaging our conditioner into the scalp delving deep for internal nourishment. **Suitable for all hair types**

MINIBLOOM

miniBLOOM nurturing rituals with your mini bloomers are what the most present moment experiences in life are. Connection with your child is love in action.

Baby Oil



The calming properties of chamomile and lavender are so gentle on your little ones skin. Our baby oil formula is perfect for a bonding, nourishing and hydrating massage with baby, while promoting a better sleep and relieving colic. Rich in vitamins A, D and E your baby will absorb the nutrients and your love. **Great for cradle cap & eczema.**

Baby Shampoo & Body Wash



Our miniBLOOM wash can be used for both body and hair. This makes it easier to enjoy your bath time ritual. Enjoy this sacred time to cleanse your baby and when they are old enough they can participate and learn to massage their own little lids and body. **Washes off with no residue.**

Bedtime Bubble Bath



Bath time is the perfect time to wind down but first... splash and play then rinse away. Our Bedtime Bubble Bath is **scented with soothing Chamomile and Lavender** to help calm your precious little one before they drift off to dreamland.

Kid Shampoo & Body Wash



They are ready to do it on their own! Let them! **Empower your children** by making cleansing body time their time. Guide them. Our Kids Shampoo and Body Wash bubbles are fun and smell delicious! They will enjoy and you will be entertained by watching them **create their own little rituals**. You may even learn something.

Unscented Diaper Cream



Diaper changing time is an intimate ritual. **Relieve your child of discomfort.** Our special formula is gentle enough to use on your newborns and both the natural ingredients of chamomile and aloe extract will alleviate diaper irritation and dryness.

Detangling Spray



Knot to worry. After bath time we have created a leave-in conditioner to **tame their tresses**. Our spray formula makes it easy to work into all of their hair to immediately control frizz and promote trouble free combing. Your child's hair will remain feeling **light and clean**. Simple and our little secret!

TESTIMONIALS

miniBLOOM BABY OIL

“This product is the only one that I have found to help with my kids' eczema, it really soothes their red itchy skin and keeps it hydrated throughout our long, cold winters.” – Christina

LOVELY AND EASY

“I have very dry skin and I find that after applying all three of these products in the morning, my face feels dewy and lovely. My favourite is the firming facial toner. It smells very nice and is completely refreshing. My skin is also prone to breakouts and I have had almost perfect skin since I started using these products a couple of weeks ago. Also, I've never used hyaluronic acid serum before, so I don't have a frame of reference, but wow, it just smooths on, soaks in right away and feels great. Well done (as usual) Elabloom!” - Jenna P.

THANK YOU ELABLOOM!

“My daughter has tried everything to help her with her sensitive skin. This is the first line of products that didn't make her break out! Her skin is glowing and she feel so confident now. I cannot thank you enough. Customer for life!” - Amber C.

LOVE IT

I've been using this face wash for almost 3 weeks now and I'm loving it. The scent is wonderful and very refreshing and leaves my skin feeling so soft. Thanks Elabloom for such a wonderful product!! – Meghan M

ELABLOOM MENTIONED



P · L · E · N · T · Y

LIVING. LEARNING. LAUGHING.

LIVING FAMILY RELATIONSHIPS DIY & CRAFTING FOOD HEALTH STYLE CULTURE TRAVEL OPINION ABOUT US

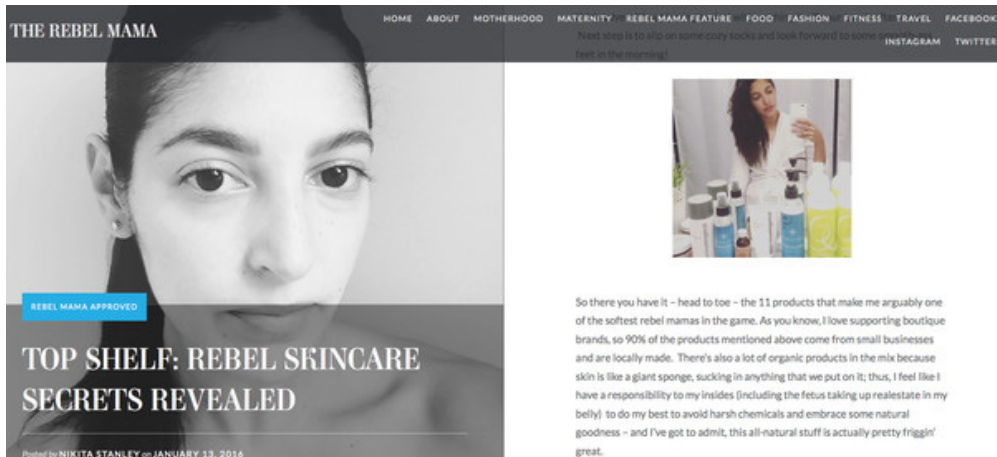
JANUARY 23, 2016 / by NATHALIE FOY

Creating a Ritual from a Routine: Skincare with Elabloom

PLENTY SOCIAL



PLENTY



First for Canadian Women
Chatelaine

She's So Savvy

NOW

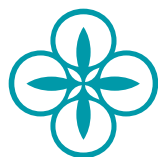
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