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Press release

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17th July 2017

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NOW AVAILABLE: Body Wash that Mobilises our Natural Skin Bacteria.

World leading skin health pioneers JooMo announce their latest skin allergy solution.



British success story JooMo are the first to develop technology that gets the skin to heal itself by mobilising the natural skin bacteria.

Following the huge success of JooMo's initial Face Wash products, JooMo have responded to customer demands to expand their product range by developing a new 'Preservative Free 100% Natural Body Wash': this offers customers a 'Whole Body' solution to the skin allergy epidemic that's raging across the western world.

The new Body Wash is a '3 in 1' solution – it can be used as a cleanser, a moisturiser or for shaving – and is suitable for all ages and all skin types.

JooMo co-founder Linda Russell explains:

"We're continuing to transform the marketplace with our latest product, and of course it's still 100% Truly natural and preservative free. This is another step on the road to ending 21st century induced skin problems and creating a safer cosmetics industry."

Skin bacteria (MIRR)™ technology, now used in every JooMo product, is based on State-of-the-art Microbiological & Immunological research.

The key to understanding how JooMo technology works is to realise that natural healthy 'Caveman' skin is actually a rich, biodiverse ecosystem of microbes that works symbiotically with our immune system to fight off disease and prevent allergies.

JooMo Technical Director Sam Wallen Russell elaborates:

"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 crucial role skin has to play in overall health."

"JooMo is 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."

Now available to Order from Amazon (Europe):

(JooMo is a registered and approved Brand in the Amazon Brand Registry)

JooMo Preservative Free 100% Natural Body Wash
Retail price £23-50

www.Amazon.co.uk/dp/B0731P7CH7

Direct from the JooMo® Shop:

www.JooMo.coop/eshop/

– ENDS –

For more information please [Contact Us](#) or Email Linda Russell: info@JooMo.coop

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 face wash. It focuses 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

JooMo Foundation

The 'Liberal Awakening'

...the Disestablishment of the Ruling Class

www.JooMo.org.uk

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