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Keys Backgrounder

THE KEYS ISLANDCEUTICAL STORY

CHEMICAL-FREE SKIN HEALTH -- ON PURPOSE

Attaining healthy skin is a lifetime journey. In this quest, people use soaps, scrubs, gels, toners, moisturizers, lotions, creams, lighteners and the list goes on! Most of these products use chemicals that sensitize, irritate and weaken the skin. For example, 95% of all liquid soaps and shampoos contain SLS (sodium lauryl or laureth sulfates) that increase skin permeability, and opens the door for other chemicals and irritants to penetrate deep into the skin. Parabens, petrolatum, propylene glycol, cocamide DEA/lauramide DEA and triethanolamines are common ingredients in all kinds of soaps, shampoos, creams and lotions. When on the skin or absorbed into the body, they can create susceptibility to allergic skin reactions, skin disorders and even worse are being linked to diseases!

If you have irritated or affected skin, odds are good that it is caused by the body and face soap you use, anti-bacterial hand products, or residue from your laundry detergent. The skin is our single biggest organ, and skin health is vitally important. Most of the soaps people use on their skin is really detergent; in fact, most of the liquid products using the term "soap" are not soaps at all. They are chemical detergents containing SLS that strip away oils and actually damage the skin. That is why there is very little difference between most bath gels, dish washing liquid, shampoos and engine degreasers.

The Keys philosophy is to simplify skin care by carefully and naturally cleansing, restoring and protecting the most sensitive skin. We consciously act on that philosophy to improve skin health. We choose not to use chemicals in our products, on purpose!

Keys Soap, Island Rx, Show Promise in Helping with Common Skin Disorders

Keys Soap first announced the introduction of its new line of all-natural, chemical-free therapeutic liquid bath and hand soaps in March 29, 2005. Keys liquid soaps are holistic, soothing, therapeutic soaps for people with sensitive, allergic or affected skin. They contain only pure ingredients with no man-made chemicals or fragrances. Our soaps do not contain skin irritants like SLS, parabens, propylene glycols or DEA.

Since the release of our soap products, we have received considerable feedback from skin disorder sufferers offering qualitative results from their use of Island Rx on diagnosed common skin disorders like acne, eczema, psoriasis and rosacea. Attached is a number of testimonials that would indicate the effectiveness of Island Rx. *"Although these are offered as testimonials in uncontrolled environments we believe they are early signs of the therapeutic properties of Island Rx,"* said Bob Root, Keys Soap inventor. *"In this period of time, medical estheticians have told us of results with their patients where prior medical methods did not help their conditions. We now believe that our products, including Island Rx, are tools in the growing movement of alternative chemical-free skin health",* continued Root.

What Keys Customers Value

People with dry skin, eczema, psoriasis, rosacea and acneic conditions value the therapeutic results from using our clean products that contain no irritating or sensitizing chemicals. Our customers

enthusiastically tell us in their testimonials how our products make a difference in treating skin disorders, and irritation for themselves, their children and their pets--when nothing else has worked.

After using our chemical-free therapeutic products, our customers tell us that the results they see and feel are remarkable and even life-changing! We call this creating chemical-free skin health, on purpose, with our products and customers.

Dermatologists use our Island Rx therapeutic soap and recommend it for sensitive skin for people with skin disorders that have not responded to other treatment. We even have customers who enthusiastically recommended our soaps to their dermatologists!

Medical estheticians use and recommend Island Rx for sensitive, irritated and acneic skin conditions to avoid any further irritation or sensitization of the skin. They love how it makes their skin feel and the results they see.

Master certified groomers use and recommend Muttineer for how the therapeutic pet shampoo stops animals' itchy skin and for how it conditions the animals' coat and skin.

Our customers are people who are interested in keeping their skin young looking and aging beautifully; people who are skin health conscious; and people who take serious sun precautions to avoid skin damage from solar radiation. Our customers also care about the skin health of their pets and want to avoid applying pesticides and chemicals on their pets' sensitive or allergic skin.

How It Began

Wendy Steele and Bob Root are the founders and inventors of Keys Soap. They are both ex-corporate executives: Bob was a CEO of a Silicon Valley High Tech company and Wendy a VP at Coca-Cola.

So what is the soap and skin care connection? *Skin Cancer!*

Wendy was struck with Skin Cancer multiple times. She has beaten Melanoma and other forms of the devastating skin disease. As an advocate of Skin Cancer prevention, and an Inner Circle Member of the Skin Cancer Foundation, Wendy has tried virtually every form of skin sun protection. From exotic 100 SPF swimwear to SPF 30 clothing, and every form of sun block, she is an expert on taking skin protective measures to avoid sun damage. From her personal experience, the more products she put on her body the more sensitive her skin became. Her use of lotions, sunscreens and exotic clothing cost thousands of dollars annually. The problem was that no matter what products she used, she did not feel free from itchy irritated skin that was exacerbated by that sticky feeling from lotions and sunscreens.

Wendy recalls: *"Bob and I talked for years about creating a rejuvenating soap for my ultra sensitive skin. Like many products, Keys Soap was born out of necessity. When we lived in California, I was diagnosed with Melanoma Skin Cancer. After successful surgery to remove the cancer, I was using so much sunscreen that it started to block my pores and irritate my skin. My skin was becoming more fragile even though I used the very best lotions money could buy. I tried a natural liquid soap, but it was not quite right. So, we decided to develop our own organic Castile-like body soap. The initial cleansing results and skin relief I experienced using Island Rx finally set me free from experimenting with the myriad of products that had previously smothered my skin."*

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Keys Soap sees a link between common skin disorders and the many personal care products containing SLS

While developing Keys soaps, Bob Root authored an opinion whitepaper that raises the suspicion that some diagnosed common skin disorders are really a reaction for some people to sodium laureth sulfate and other chemicals found in personal care and skin care products. This whitepaper is enclosed and can also be downloaded from the Keys Soap website at <http://www.keys-soap.com/eknowledge.html>. In this whitepaper, Root points out that in a number of cases where people had been diagnosed with skin disorders by physicians, their disorders went away when people stopped using SLS products and started using Keys Soap. Included is the story of a woman diagnosed with psoriasis whose involuntary scratching at night led to bloodied bed sheets and a seven-month old diagnosed with eczema who was covered from head to toe with scales...except where his disposable diapers covered. All went away in a matter of days after discontinuing SLS based laundry detergent and bath gels. Wendy Steele, the cause of the Keys Soap invention offered, *"When Bob first developed Island Rx for me, most of the prescription gels and cleansers that I was told to use contained SLS. An article I read suggested that SLS maybe a culprit and I stopped using everything with SLS in it. I was utterly amazed at how many things in my life contained SLS or one of its family of products. My shampoo, my bath gel, facial cleanser, all my laundry products and even my toothpaste all contained SLS. During this time, I was diagnosed with minor acne, minor eczema, minor psoriasis. I got tired of hearing the word minor—it was pretty major to me. I now believe that it was all SLS related."* Root added; *"I am not sure if SLS itself is the cause of the irritation or the fact that it purportedly increases the permeability of the skin along with absorption by the skin of chemicals by a factor of 10 times that is the cause of the skin mimicking common skin disorders. What I know for sure is that our small sample of Island Rx users have seen a resulting change in a matter of a few days."*

The Technology behind Keys Islandceutical™ personal care products is a form of Nanotechnology

Keys Islandceutical products merge holistics with herbal therapy and science to provide clean, chemical-free skin health, aromatherapy and a lift to the spirit. Our products are designed with ingredients to gently clean, restore and protect using advanced nanotechnology and nanopharmacology.

Islandceutical Micelle - similar to glacier water, this antioxidant delivers healing essential oils to skin cells. In our soaps it creates a rich lather. In our skin lotions, serums and sun block it enhances the antioxidant benefits of the ingredients.

The addition of Micelle, as a catalyst altered water, forms as an ionic carrier for the essential oils. Bob Root, Keys Soap inventor explains, *"Our CAW Micelle has a strongly polar "head" and a non-polar hydrocarbon chain "tail". When this type of molecule is added to water, the non-polar tails of the molecules clump into the center of a ball like structure called a micelle, because they are hydrophobic or "water hating". The polar head of the molecule presents itself for interaction with the water molecules on the outside of the micelle...In short, using a catalyst altered water Micelle in Keys Soap Island Rx acts as a capsule for the oils and is not affected by the shower water. This helps the herbs, oils and essential oils penetrate the skin and increase their therapeutic affects. This all takes place at a micro to Nano scale"*Root added, *"So, in the world of nanotechnology, oil and water do mix!"*

Essential Oils - We use the highest pharmaceutical grade ingredients that are known for their healing effect on the skin for burns, dry skin and skin afflictions.

Herbal Therapy Naturopathy - Our ingredients target skin problems at the cellular level. They are natural healing ingredients used by holistic dermatologists and estheticians.

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Chemical-Free - Our ingredients are truly natural. Clean, chemical-free and 100% vegan, with no artificial color or fragrances, our products are all hand crafted to contribute to therapeutic skin health.

We have sought out dermatologists, estheticians and homeopathic practitioners to find out what they use to rejuvenate and protect the skin. Besides moisture, they prescribe natural oils and herbs to deep clean and open the pores to receive healing oxygen. Our experience with physicians educated at Scripps Institute and Johns Hopkins in our 10 year design quest has given us a broad reaching knowledge of skin conditions and the required treatments. These guides helped us to find those ingredients that offer the greatest benefits to the skin.

Keys Islandceutical™ introduced new products at the Natural Products Expo East Show - the new line adds a therapeutic lotion, healing serum and therapeutic chemical-free sunblock

Keys announces the release of three new products to the only skin care line that is both chemical-free *and* therapeutic to clean, restore and protect for real skin health.

Like the Keys soaps released in April, our products contain only pure natural ingredients, no man-made chemicals or fragrances, and absolutely no Sodium Laureth Sulfate! The complete Keys line enables total skin care including cleaning the skin, restoring damaged or affected skin, and protecting the skin from solar radiation effects.

Keys Soap exhibited at the Natural Product Expo East trade show September 16-18, 2005 at the Washington DC Convention Center. An international audience of trend spotters, retailers, industry leaders, and media will gather at the Washington D.C. Convention Center to interact with more than 1,100 exhibitors of natural and organic finished products and ingredients this Sept. 15-18, 2005 at the 20th anniversary of Natural Products Expo East/Organic Products Expo-BioFach America. The tradeshow will pinpoint industry trends and offer unmatched opportunities to sample and learn about the finest natural and organic products from around the world. More than 20,000 industry members attended Natural Products Expo East in 2004.

Keys Soap launched its line of Islandceutical™ chemical-free skin health products at this years show. These new products join the Keys Soap line and all were featured in the Natural Products Expo New Product Showcase. The new products include:



- **Tortuga Intensive Therapy-** This product includes selected avocado, carrot seed and black cumin oils combined with the Keys Islandceutical Micelle to create a therapeutic serum for burns, bites, skin irritations and skin break-outs. The product is sold in a 10 ml roll-on stick.
- **Tortuga Lotion-** A soothing face, hand and body lotion incorporates Tortuga Intensive Therapy and adds more of Keys Islandceutical Micelle. The lotion is heat processed using an

ultrasonic technique to “whip” the ingredients into a rich smooth consistency. This lotion penetrates very quickly and goes on the skin smoothly and easily. The lotion itself is a chemical-free therapy for dry, flaky and damaged skin. People testing the product reported fast results,

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reduced itching and improved skin health and appearance. The ingredients in Tortuga lotion have been used by holistic practitioners for the skin healing properties. The product has shown improvement in skin tone and will be positioned for its anti-aging and anti-oxidant properties. Tortuga Lotion is sold in a 100 ml bottle.

- **Solar Rx** is a chemical-free nanotechnology sunblock. Rated at SPF 30+, Solar Rx contains a nano-scale zinc oxide. With a 10 times smaller particle size, Solar Rx provides more even coverage with less exposed gaps than micronized zinc oxide. Also, the nano-scale particle size, that is 10 times smaller than micronized zinc oxide products, allows for coverage that is cosmetically clear. This allows Solar Rx to be worn under makeup without affecting the appearance of the make-up. Solar Rx also contains a small amount of the same ingredients used in our Tortuga Intensive Therapy making it therapeutic in action. Solar Rx uses the same homogenizing techniques as used in creating Tortuga lotion to make it apply smoothly and evenly. Solar Rx is chemical-free! Sunscreens use chemicals such as benzophenones and Titanium Dioxide to absorb UV radiation in the skin. This technique of chemical sun screening has proven to be controversial with some scientists believing that these chemicals are entering the blood stream. Solar Rx uses no parabens or petro-chemicals which have been linked to cancer. The product is sold in a 100 ml bottle.

Keys Soap Background

Keys Soaps solve skin problems, stimulate the senses, and create positive emotions. Islandceutical™ is our term that assures people of these three criteria.

Bob Root, a former Silicon Valley CEO, and Wendy Steele, a former Coca-Cola executive, founded Keys Soap. Bob invented the soaps to help Wendy, the love of his life, a melanoma survivor. Her suffering and a desire to maintain her active, outdoor lifestyle drove him to give back her quality of life. Wendy said, *"The Keys Soap story isn't about starting a business, or being an entrepreneur. It is about enjoying life with healthy skin. I am determined to live an active, healthy outdoor lifestyle after experiencing melanoma."*

"It was not my technology background that inspired the formulation of my soaps, it was my study as a chef that guided me" said Bob. *"Like creating a great culinary masterpiece, the ingredients have to work together, be of the highest quality, and must be skillfully added in the proper order. More importantly, the meal must have a positive intention for the person savoring it. This is the way of Keys Soap!"*

Aromatherapy Benefits of Keys Soaps

All Keys Soaps are a form of aromatherapy. We have mapped the essential oils (EO) we use to provide a lift to the spirit and senses. Aromatherapy has proven to affect the mind and the moods of people. This is why we have chosen the spirit lifting citrus blends combined with natural EO herbal extracts as a side purpose for our soaps. Keys hand crafts our products to lift the spirit as well as provide therapeutic benefits to the skin.

Keys Soap products include:

Island Rx™ -- a therapeutic body soap with exotic orange and sage essential oils. It deep cleans the pores and leaves essential oils that soften and rejuvenate the skin. Our therapeutic glacier water Islandceutical Micelle helps the therapeutic essential oils to work and increases foaming lather. We also add Aloe Vera and avocado oil to soften the skin.

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Windsurfer™ -- an invigorating "Super Citrus" soap for active lifestyles that cleans and cools the body and softens the skin while energizing the senses.

Galleyon™-- an all-natural antibacterial hand soap that protects and soothes the skin. Exotic spearmint essential oil provides the naturally anti-bacterial qualities. It is the perfect hand soap or for anyone who has their hands in water!

Muttineer™ -- is a chemical-free therapeutic pet shampoo. It contains all of the ingredients found in Island Rx plus Neem Oil. Known for its therapeutic, anti-bacterial, anti-inflammatory and antiseptic properties, Muttineer helps to stop skin irritation, itching and pet skin disorders. Neem also repels fleas, ticks and mosquitoes. Tests have shown that some pets can significantly reduce the use of flea and tick medications. Some have stopped using these pesticides completely with periodic bathing in Muttineer.

The secret of Keys Soap is that they are thin liquid soaps. They penetrate the skin faster, rinse quickly and thoroughly while leaving herbs and essential oils that heal and moisturize the skin. They are therapeutic. They smell wonderful.

All Keys Soaps are all-natural and chemical-free. No SLS! Sodium Laureth Sulfate is found in 95% of liquid soaps and is believed by us to be hazardous to humans and animals. At their core, all Keys Soaps are formulated of saponified (soap base) foaming liquid made from organic coconut, olive, avocado and jojoba oils, essential oils, organic Aloe Vera and rosemary extract. Keys Soaps are free of artificial colors, fragrances, preservatives, animal products, byproducts and no animal testing. We believe it is the mildest castile soap formula available anywhere. You can use it as a universal soap, shampoo and face wash if you choose.

Keys Soap is currently distributed online through our web site, www.Keys-Soap.com and from selected holistic dermatologists, holistic health stores, medical estheticians and skin care studios; and our pet shampoo is at selected natural pet stores. As our sales rep network matures, the products will be available at vertical market retail locations.

See testimonials at <http://www.Keys-Soap.com/testimonials.html>
Press materials available at <http://www.Keys-Soap.com/iZone.html>

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