



## **Beatorium's Product Offerings Are Blossoming... Introducing Red Flower**

*From anti-aging to pregnancy and baby, from body care to hair care, from aromatherapy to makeup, Beatorium is a luxury of "green" solutions for modern skin care and beauty needs. But the beauty doesn't stop there. Beatorium, the natural and organic beauty emporium is thrilled to announce its new relationship with red flower.*

New York, NY, October 08, 2008 --(PR.com)-- red flower products are known for their generosity of scent, health and environmental consciousness, design sensibility, performance and integrity. Everyone who touches the brand, from the wild crafting pepperina farmers in Cordoba to a long list of well-known names that have become loyal followers, feel embraced with warmth, energy and connectedness. Each product is created to smell fresh, alive and offers a quiet ritual. red flower encourages the enjoyment of simple experiences and celebrates life through the purity and freshness of flowers.

red flower was founded by Yael Alkalay who was inspired to create a kind of beauty that is not easily bottled, one that focuses both on the internal and the external. red flower's inspiration finds its roots in Yael's cultural heritage: her grandfather was the first dermatologist in Bulgaria, she descends from eight generations of Turkish grand rabbis, Kiev musicians and farmers from the pampas of Argentina. Traveling extensively to maintain family ties and traditions, she lives with deep medical, spiritual and agricultural sensitivity, rich household customs and everyday sensual moments.

"I started red flower out of a need to experience products with deep content, rich benefits and a real environmental mission," says Yael Alkalay. "After 8 years, I know that everyone who touches red flower feels its difference and while I am eager to spread our wings I am extremely careful about selecting retail partners, looking for real criteria to be met. From that point of view, I am so thrilled by Beatorium both as a customer and the founder of red flower. I find its mission exemplary and its execution clear and thorough. This partnership between red flower and Beatorium is significant. We are aligned in philosophy and our intention to bring sustainable products that enhance our health and the environment. What makes Beatorium especially appealing to red flower as a partner is the clear and informative communication regarding 'green' products. As a leader in reeducating consumers on the meaning of green beauty we embrace the opportunity to spread the knowledge and benefits of sustainable beauty."

Red flower is available now at [www.beatorium.com](http://www.beatorium.com). For more information please contact Andra Mielnicki, Alexis Tedesco or Linsey Tilbor at Behrman Communications, [amielnicki@behrmanpr.com](mailto:amielnicki@behrmanpr.com) / [atedesco@behrmanpr.com](mailto:atedesco@behrmanpr.com) / [ltilbor@behrmanpr.com](mailto:ltilbor@behrmanpr.com), or (212) 986-7000.

### **About Beatorium**

An online marketplace for the planet's premier collection of natural and organic beauty care, the beauty of Beatorium is its natural simplicity. It takes the guesswork out of hunting for the truly natural, truly organic, good-for-your-skin beauty ware so all that's left is the gathering. The beauty marketplace at large is saturated with "organic" products and it's hard to know what's real and if it works. Having done the homework, Beatorium has hand-picked and carefully screened each and every brand it offers to ensure consumers get the most out of a positively organic experience.



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