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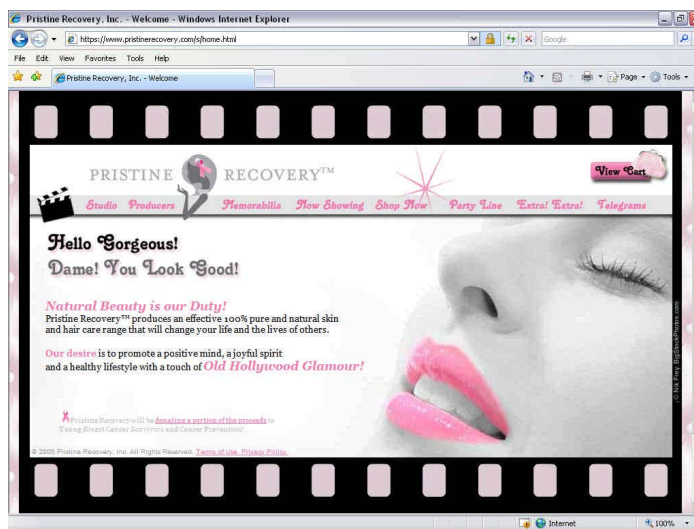
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Hello Gorgeous! Dame! You Look Good Online!

Apex, N.C. – Hair and Skin recovery products from a new local company have hit the online market. Not just any ol' beauty cream either, these rescue aids are all natural, cruelty-free and vegan-friendly and hit the screen at a fun and glamorous Hollywood venue stating "Natural Beauty is our Duty!"

CreatiVisibility, a print design, Web design and marketing company in the Apex/Cary area, was selected to create an exciting glamour girl Web site for Pristine Recovery, Inc. in Raleigh, NC. The site recently launched to coincide with the delivery of the new products from the manufacturer and products as well as gift sets are now available online to the public at www.PristineRecovery.com.



Pristine Recovery, Inc. is a new company founded by Blaire Kessler. Her personal story as a breast cancer survivor is different from most other pink ribbon survivor stories. It isn't every person struggling with a disease that sets out to develop her own beauty recovery products, but Ms. Kessler did it in pristine fashion. Her products were developed originally in her own kitchen and after perfection, the products put her hair and skin in the spotlight. A glamour girl herself as former Miss Winston Cup, Ms. Kessler contacted CreatiVisibility to market her products with Hollywood glamour style on an eCommerce Web site. Together CreatiVisibility and Pristine Recovery, Inc. worked on a marketing approach unlike many clinical beauty product Web sites. The online experience needed to be unique, fun, informative, and inspiring.

CreatiVisibility launched this Hollywood inspired eCommerce Web site for Pristine Recovery, Inc. a few short weeks ago and Ms. Kessler has already been featured on a national television show and in the Lifestyles section of the News and Observer. Five items are available for secure online purchase. Three products and gift sets including **Brallywood Butta™**, **Take A Whiff™**, and **No More Scary Hairy™** are "Now Showing." A portion of the proceeds will benefit the Young Survival Coalition® and the Cancer Prevention Coalition.

"Blaire was a creative wordsmith for the Web site and the products," said Lisa Gulette, owner of CreatiVisibility. "She would email new ideas for menu names and we'd incorporate them into the Hollywood Glamour girl graphical theme. The site itself is fun to experience."

Included on the Web site are menu names such as "Studio" for the home page, "Producers" for the page about Pristine Recovery, "Extra! Extra!", "Telegrams", and "Party Line" which is Ms. Kessler's blog for sharing her personal story, news about the products, and a platform for inviting others to share their experiences.

This site is unique in that it includes old black and white photos of Ms. Kessler's family with the addition of thought bubbles over their pictures. This theme is carried from her products where old glamour photos are used on the product labels. Online she offers others to send in their old photos for potential use on the Web site or on future product labels. The site becomes an interactive experience, not just an eCommerce site. There are new areas for the Web site on the horizon with more interactive features, so stay-tuned.

You don't have to be a cancer patient to benefit from the products that are for sale on PristineRecovery.com. The products are intended to you to feel fancy and fresh without the harsh chemicals, no matter your age and health status.

About Pristine Recovery, Inc.: Pristine Recovery, Inc. is a health and beauty company founded by Blaire Kessler of Raleigh, North Carolina. Products currently sold online include Brallywood Butta™ Skin Cream, No More Scary Hairy™ Hair and Scalp Revival Serum, Take A Whiff™ Natural Deodorant. For purchase or more information about the products, price and ingredients, visit: www.PristineRecovery.com.

About CreatiVisibility:

CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards. CreatiVisibility is a small business in Wake County North Carolina focused on serving small to medium-sized businesses and corporate/government clients. For more information about CreatiVisibility, please visit www.CreatiVisibility.com.

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