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FOR IMMEDIATE RELEASE

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Skin Elements USA, LLC. to debut Soléo Organics All Natural Sunscreen to the SCUBA industry at DEMA Show 2008

San Clemente, CA – Skin Elements USA, LLC, exclusive distributor of Soléo Organics All Natural Sunscreen to the Americas, will exhibit Soléo Organics All Natural Sunscreen at DEMA Show 2008. Soléo Organics All Natural Sunscreen is the world's only chemical-free, organically sourced, water resistant, biodegradable sunscreen.

DEMA Show, October 22-25, 2008 in Las Vegas, Nevada will be the largest gathering of diving, action water sports and adventure travel professionals this year.

“According to National Geographic News, ‘Researchers estimate that 4,000 to 6,000 metric tons of sunscreen wash off swimmers annually in oceans worldwide’, that is enough sunscreen to fill the exhibit hall at DEMA Show,” says Rick Sample, CEO. Evidence is accumulating that the chemicals in traditionally formulated sunscreens threaten coral reefs due to sunscreen-induced bleaching. Sample adds, “Soléo offers an evolution of choice by providing a biodegradable sunscreen designed for avid water enthusiasts.” Dr. Tony Kovacs says, “Not only do people need to be concerned with ingredients like benzophenone, oxybenzone and octyl-methoxycinnamate, but also titanium-dioxide. Studies have shown that titanium-dioxide not only creates free-radicals but acts as a free radical catalyst, damages DNA, and is photo-reactive. Its action in free radical activity may contribute to the conversion of pre cancerous cells into cancerous ones.”

Skin Elements will be located in Booth# 4338 and has created a special webpage for its launch at the show. You can visit this site at www.soleousa.com/dema2008. Dr. Tony Kovacs will be presenting a free seminar called Chemical vs. Organic Sunscreens: Why should there be a choice? on Thursday, October 23rd, 2008 at 10:00 in room S214 at the Las Vegas Convention Center.

Soléo Organics All Natural Sunscreen is a naturally and organically sourced skin care solution that is safe for humans and the environment. Designed as a consumer friendly, biodegradable, and safe alternative to common synthetic based sunscreens, Soléo has been innovatively formulated according to Naturopathic principles without the use of any chemical UV-absorbers, titanium dioxide, or synthetic preservatives. Created in Australia, Soléo is a major advancement in sun care technology for it is water resistant, neutrally scented and low skin irritation factor. It contains natural organic ingredients that are carefully selected to not only protect from the UV rays but to also nourish and moisturise the skin.

For more information on Soléo Organics All Natural Sunscreen, please visit us on the web at www.soleousa.com or call us at (949) 218-2665.

About Skin Elements USA, LLC.

Created in Australia, the Skin Elements formulas (SE Formula™) are a unique combination of cutting edge science with all natural and organic ingredients. After seven years and over \$6 million invested, our highly skilled team of Naturopaths and Formulating Chemists, utilizing the latest technology available, developed the SE Formula™. Our products use only natural and organically sourced ingredients and adhere to Naturopathic principles for holistic health and well being. For more information or questions, please contact Ken Nelson at (949) 218-2665 or knelson@soleousa.com.

About DEMA Show 2008

DEMA Show 2008 is a trade event open only to industry professionals and is produced by the Diving Equipment & Marketing Association (DEMA), and managed on its behalf by National Trade Productions, Inc. (NTP). DEMA is an international organization dedicated to the promotion and growth of the recreational scuba diving and snorkeling industry. With more than 1,200 members, this non-profit, global organization promotes scuba diving through many initiatives including consumer awareness programs, media campaigns and sponsorship of DEMA Show. For more information on DEMA call 858-616-6408 or visit www.dema.org.