



PRESS RELEASE

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Studio Hue Launches New Organic Line, Zum Bar Goat's Milk Soap by Indigo Wild®

ERIE, PA (February 15, 2011) – Studio Hue is committed to partnering with salon product companies who have a proven history of respect towards the environment - introducing the latest addition of Zum Bar Goat's Milk Soap by Indigo Wild®. Each Zum Bar is 100% food grade olive, coconut, palm and castor oils, in a goat's milk base with pure essential oils and mineral pigments.

Featured in magazines like *Lucky*, *Shape*, *W*, *Maxim* and *Women's Day*, according to Indigo Wild, "It's time we had the talk about the bars and the bees. We use the cold-process saponification method. We start from scratch with goat's milk because its pH balance is a near twin to your skin, so it leaves your skin feeling ultra moisturized. Then we add good fats like vegetable oils and pure essential oils. This is called superfatting and it creates super moisturizing glycerin in the process. Then we create swirls, patterns and motifs in every Zum Bar batches."

"With scents like Anise-Lavender, Citrus-Mint and Bah Hum Zum to Lemon-Geranium, Confetti and Patchouli-Orange, it's no wonder that the bars are flying off our shelves and into Erie bathrooms faster than we can keep them," according to Judy Meyn, Studio Hue owner. Continued Meyn, "Offering organic solutions to our clients at Studio Hue is truly a labor of love."

Zum Bar Goat's Milk Soap by Indigo Wild joins these other earth-friendly products offered at Studio Hue: Eufora, SidLab, Organic Color Systems and YO.Color and John Masters. Meyn's mantra? "We are an eco-friendly salon, and proud to continue as a good steward of our planet, and offer unique options to the Erie area."

Studio Hue is located at 2100 West 8th Street, Suite A.

More information is available online at StudioHueHair.com and IndigoWild.com. Complimentary consultations are available by calling 814.452.4310.

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