



Ruby Room, the Style of Wellness, Adds Two New Items to its Wellness-Based Product Line

Within days of launching their first private label line, the creative team at Ruby Room unexpectedly stumbles into inspiration for additional products to add to the existing collection.

Chicago, IL, September 9th, 2009 – Shortly after the debut of their newly-created line of private label products, the team behind Ruby Room’s Aroma-Infused Flower & Gem Essence Spray collection was unexpectedly inspired to go back to the lab.

Earlier this year, Ruby Room Owner and President Kate Leydon and Brand Manager Kimberly Pine introduced the company’s first-ever product line at the New York Makeup Show. The original line, which includes seven chakra sprays and three emergency balancing sprays, was popular with the myriad makeup artists, editors, beauty bloggers and beauty industry professionals who flooded the show. The inspiration for an additional essence spray came as Leydon and Pine gave essence readings to the curious onlookers.

With the creation of the essence sprays, Leydon and her team also developed an essence reading as a way to introduce clients to the product line and familiarize them with energy and the tools to help them keep it balanced throughout the day. By using an accompanying deck of essence guidance cards, one would close their eyes and choose a card, asking the universe what they need to focus on; the chosen essence is then sprayed around their body as they breathe deeply, inhaling the aroma, allowing it to cleanse, center and ground their energy.

“We got the idea for our newest creation, b quiet, when we were at the NYC makeup show. Everyone was so excited by the energy of the show they were having a difficult time becoming centered, calm and mentally silent,” says Leydon. “We secretly wished that we had some ‘be quiet’ to spray. What began as a funny thought took immediate shape and the essence was born a month later. The applications for both serious and light-hearted situations are truly endless.”

Two weeks later, after returning from New York, Leydon found inspiration for yet another essence from the most unexpected of places—her two year-old daughter, Olivia. “Olive was running around the house singing ‘be grateful,’” says Leydon. “It made perfect sense as an essence everyone could benefit from. During that time, I was inspired to drive around the city and take pictures of all the magnolia trees in bloom. Pink is the color of the heart, which corresponds with feelings of gratitude, something we can all use from time to time.”

As explained in Ruby Room’s essence magazine, b quiet is an emergency essence intended to induce instant inner and outer peace. It can be used to combat feelings of annoyance or impatience in others and is perfect for any type of chaotic environment. It is ideal for those who work in a loud, hectic space, have a crying baby at home or need a boost of tranquility before a yoga or meditation class. The infused aroma of rose oil protects from grief, anger and fear while geranium balances the nervous system.

B grateful is also an emergency essence, intended to increase feelings of love and gratitude for oneself and others. For those feeling depressed, angry, jealous or lonely, b grateful can help to eliminate victim thinking or feeling as if one is disengaged from the world. It allows one to remember their blessings and accomplishments and remind them of the appreciation they have for themselves and others. The infused aroma of white ginger lily-vetiver promotes love and appreciation, as rhododendron oil eases restlessness.

“I think this is it for now, the line feels complete,” says Leydon. “It doesn’t mean we won’t get inspired to do more. We aim to teach people to have fun while creating their own style of wellness, one spray at a time.”

For a chance to see Leydon and her complete line of Aroma-Infused Flower & Gem Essence Sprays, she will be speaking on the topic of The Style of Wellness & Beauty at the Powder Group’s Artist Summit October 3-5 in Miami and October 10-12 in Chicago. She will also be at the Spa & Resort Expo in New York City September 15-16, where the essences will be a featured product line in the VIP press lounge.

About Kate Leydon and Ruby Room:

After 12 years of working top positions for two luxury beauty brands in sales, marketing and education Kate Leydon embarked on the creation of Ruby Room, *the Style of Wellness*, in 2001 with focus on creating beauty from the inside out.

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