



Newest Ruby Room Product Combines Healing and Fashion

After whetting their creative appetites with the launch of their first product line, Ruby Room, the Style of Wellness, gives birth to its first fashionable healing accessory.

Chicago, IL, August 31, 2009 – After almost two years of planning, the creative team at Ruby Room was finally able to craft a product that truly married the company’s two passions—style and wellness.

A company whose background is strongly tied to healing and inner wellness, Ruby Room has always incorporated crystals into their space, services and retail offerings. Ruby Room is so passionate about crystals that they have installed an extensive Crystal Bar where clients come to learn about, choose and purchase crystals for daily use. The healing power of crystals and gemstones has been documented in every culture for over 5,000 years. It is no wonder why they are so attracted to the extraordinary beauty of semi-precious and precious stones.

This belief is echoed by Kate Leydon, owner and president of Ruby Room. “On an energetic level, crystals work in a subtle way to unblock psychic and physical energy. You can dramatically shift your being for the better by simply carrying a crystal on your body.”

For nearly two years, Leydon and her team have been working on an idea for a new way to carry crystals on the body. After the company’s recent shift into its new identity as *the Style of Wellness*, it was important to Leydon that her vision was manifested into a true merger of fashion, beauty and wellness. About five months ago, Leydon found the perfect Chicago design house to assist her in creating a crystal pouch.

There was a lot of thought behind the construction of the pouch. “As we drew the prototype, size was very important,” says Leydon. “We wanted to make sure it wouldn’t be confused for anything else [such as a handbag].” This led to the pouch size being quite small, with a secure opening to ensure crystals would not fall out. A long silver chain allows the pouch to be comfortably placed diagonally around the body. The pouch comes in a beautiful Thai silk, with 20 different fashion color choices and a staple pouch in linen.

“We wanted to create something that people would be excited to put on in the morning,” says Leydon. “It is our vision to leave a beauty mark of the face of the wellness industry through healing, energy and all things positive. We are inspired to make healing products that people will incorporate into their daily lives. When it comes to wearing crystals we knew we had an opportunity to create a signature piece that people could wear as a fashion accessory and that would grab attention from curious on-lookers. This would spark conversation and the word about crystals would spread.”

The versatility of the pouch makes this healing accessory truly unique. As a whole, the piece functions as a crystal pouch, but once deconstructed, it becomes three individual pieces which are sold separately. First is the crystal pouch (\$28) itself, then the silver chain (\$21) that displays the pouch on the body and lastly Ruby Room’s one-of-a-kind crystal and gem charms (\$26) which hook onto the chain for additional healing and adornment.

If you want to switch it up and not wear your pouch one day, you can simply remove the chain and attach your crystal and gem charm and wear the piece as a healing necklace.

With all of these options, choosing one's crystal pouch "really does become a custom process," says Leydon. "Very simply, your crystal pouch is as unique as you are."

For more information about Ruby Room and the crystal pouch, please contact Kate Leydon or visit www.rubyroom.com.

About Kate Leydon and Ruby Room:

After 12 years of working in top positions in sales, marketing and education for luxury beauty brands, Leydon decided to find a new place in the beauty industry by opening her own business which would also focus on her first love, healing and inner wellness. It is her vision to leave a beauty mark on the face of the beauty industry through the commitment to energy, healing and all things positive.

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