



Ruby Room, *the Style of Wellness*, Launches Wellness-Based Product Line

Ruby Room looks to its healing roots to find inspiration for its first-ever product launch.

Chicago, IL, September 9, 2009 – For the first time in its eight-year history, Ruby Room, a spa, salon, retail boutique, hotel and healing sanctuary in the historic Wicker Park neighborhood, is expanding their already impressive retail mix by launching a 10-piece collection of Aroma-Infused Flower & Gem Essence sprays.

Long used by the healing and wellness community, flower and gem essences are intended to cleanse, balance and protect the energy of any person, pet or space. Flower remedies were first developed by an English physician named Dr. Edward Bach in the early 1930's. He developed a range of 38 flower essences to address the various negative states of mind, which he believed would cure all imbalances in the body.

Although this concept was completely different from the conventional medical thinking of Dr. Bach's time, modern research has shown that a person's emotions and state of mind do indeed have a profound influence on physical health. The philosophy behind the flower essences is that optimum physical health can be achieved only through emotional and spiritual harmony, which liberates the body of blockages and allows it to heal itself.

As a company founded in healing and all things wellness, Ruby Room owner and President Kate Leydon felt it was only natural for their first product launch to stem from these roots.

“We have been using essences for the past three years before, during and after spa, salon, healing and yoga services,” says Leydon. “It is a way for us to introduce energy to our clients and how it affects them throughout the day. Not only are we teaching them to be aware of their energy, but also giving them the tools that will help them keep their energy balanced. For us, it is all about making it accessible and fun for everyone because healing is a daily intention.

“When you touch people all day long there is an inevitable transference of energy, and this can be both positive and negative,” Leydon continues. “Using essences protected our staff from taking on others’ energy, created an enhanced spiritual bond between the client and practitioner and cleansed our space in between treatments. Needless to say, we became hooked.”

What followed Ruby Room’s in-house research was the creation of a handcrafted collection of 10 Aroma-Infused Flower & Gem Essence sprays. Seven of the sprays correspond to one of the seven main chakras, and three emergency sprays generate calm energy during stressful moments. Every essence is created with intention and love, and then infused in-house with either one or a combination of pure essential oils to enhance the benefits of the essence. An accompanying magazine and deck of guidance cards expand on the individual sprays b grounded, b creative, b strong, b open, b present, b intuitive, b connected, b balanced, b supported and b free.

Ruby Room, the style of wellness, prides itself on the creation of a signature ritual that is performed between the client and practitioner during a service. The client is asked to close their eyes, connect their feet to ground and ask the universe for guidance of what they need to focus on while blindly selecting one of the Essence Cards. The card they choose selects the essence that will be used before, during and after their service. "It is a highly personal experience and the cards never fail," says Leydon.

The launch of Kate Leydon's first private label line was fulfilling part of a dream. After spending 12 years in sales, marketing and education of corporate luxury beauty brands, "It has always been my intention to take healing products to the mainstream and become a global healing brand," Leydon says. "To take these products and put them into a salon, spa, yoga, healing and retail environment furthers our vision to leave a beauty mark on the face of the wellness industry, one spray at a time."

For additional information on Ruby Room's Aroma-Infused Flower & Gem Essence Sprays, including retailing the complete line, please contact Kate Leydon or visit www.rubyroom.com.

Contact:

Kate Leydon, Owner and President
Ruby Room
773-235-5678 x222
kate@rubyroom.com

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