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**FOR IMMEDIATE RELEASE**

**SIMILASAN LAUNCHES NATURAL PRODUCTS THAT RELIEVE  
SLEEPLESSNESS, STRESS & TENSION AND ANXIETY**

Highlands Ranch, CO (March 20, 2009) – Similasan® Corporation launches a line of Well Being products that provide natural, homeopathic solutions for Sleeplessness Relief, Stress & Tension Relief and Anxiety Relief. The unique Original Swiss Formulas stimulate the body's natural ability to relieve the symptoms of sleeplessness, stress and anxiety without the use of harsh chemicals or drugs. Visit [www.SimilasanUSA.com](http://www.SimilasanUSA.com) for more information.

The three Similasan Well Being products are formulated using the most gentle and effective ingredients that are homeopathically prepared to help the body fight the users symptoms. The benefit of these products, unlike prescription medications, is that they are gentle enough to take as often as the symptoms arise and contain no harsh chemicals or dependency causing drugs.

Similasan Sleeplessness Relief, a night time sleep aid, is designed to help the sufferer with the irritating symptoms of sleeplessness. The product stimulates the body's natural ability to relieve restlessness, sleeplessness, light sleeping and difficulty falling asleep. It also helps the user stay asleep at night. The Sleeplessness Relief product "offers the user the relaxed and sleepy sensation that makes the user feel like they are being rocked to sleep" said Jessica Bellows, Product Manager.

Similasan's Stress & Tension Relief soothes and relaxes the user that may be suffering from the constant nagging day-to-day stressful situations. Stress from the burdens of the super-filled lifestyle can lead to physical, mental, emotional and sometimes social problems. Chest pain, weight gain or loss, poor concentration, irritability and even isolation and resentment can be the result of excessive stress. Similasan's Stress and Tension Relief stimulates the body's natural ability to relieve the symptoms of stress such as inner tension, nervous digestive disorders and general irritability.

Similasan Anxiety Relief soothes and calms the user that may have apprehension or uneasiness about a particular event. Individuals with anxiety may suffer symptoms such as sweating, dry mouth, rapid or irregular heartbeat and general "stage fright". Taken before big presentations, tests or anxiety inducing events Similasan's Anxiety Relief can help the sufferer successfully manage situations that might have previously been very difficult.

The Well Being line of products are a new delivery method for Similasan US. The remedies are delivered orally as globules which are small, white pellets roughly 3 centimeters in diameter made of Xylitol, a naturally occurring, sweet tasting product derived from fruits. Each globule is saturated with the liquid form of the homeopathic remedy and the user is advised to take between 7 and 10 at the onset of symptoms. The oral delivery method of the globules offer a highly efficient, convenient, and safe way to get the remedy to the recipient.

Similasan Well Being globules are Swiss formulated, produced and packaged at our brand new, state of the art, production facility in the town of Jönen, Switzerland. The products are made to the highest standards of homeopathic production.

"These products are so well timed for the current economic environment" says Jessica Bellows, Product Manager for Similasan, "we are offering people a way to relieve anxiety, stress and sleeplessness without having to resort to drugs that may have harmful side effects". Symptoms of sleeplessness and anxiety have typically been managed with prescription medications that usually come with unwanted side-effects and have

dangerous reactions when used with other drugs so these remedies can offer the consumer a real alternative.

Similasan's Well Being products are launching into the US market and found on shelves in the Summer of 2009. Similasan's distribution success has continued with these products as a majority of the most well known and successful retailers have already shown interest in the Well Being line and have put in orders.

For additional information on the news that is the subject of this release (or for a sample, copy or demo), contact Jessica Bellows; Product Manager at 303-539-4060 x112. The Well Being line is available for purchase, please call our customer service line for more information or to place an order; 1-800-426-1644.

About Similasan:

For over 25 years our Original Swiss Formulas- always made with 100% natural ingredients- have been providing families with remedies that are naturally effective and safe and whose active ingredients have no known side effects or drug interactions.

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