

FOR IMMEDIATE RELEASE

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RELIEVE PAIN NATURALLY...FAST WITH ESSENTIAL ARNICA GEL

PHOENIX, AZ. February 3, 2011 – After many years of successfully treating horses through Equine Massage Therapy using the groundbreaking Equine Arnica Gel she created, Tristan J. Lloyd, founder of Tristan Jade Apothecary, has developed a specially formulated product for people called Essential Arnica Gel.

With nearly 30 years experience in the equine industry Lloyd found a need for a natural muscle soreness reliever targeted specifically for equines. When one of her clients witnessed what she described as “a simply miraculous recovery from injury” for one of her horses, she asked Lloyd if she had a similar product available for her own injuries when she experienced a riding accident.

Essential Arnica Gel is the result of a growing demand from people looking for a product which they can use themselves. After over two years diligently researching the perfect formula suitable for people, Essential Arnica Gel was formulated with a significantly higher level of arnica solution than most other competitive products (24%) and is infused

in an aloe vera and vitamin E base to help soothe and moisturize skin. Essential Arnica Gel is unscented and contains no alcohol, menthol or witch hazel.

According to Lloyd, “Feedback and response has been overwhelmingly positive from several clients and individuals from the healthcare profession such as surgeons, osteopaths, physical therapists, chiropractors and massage therapists.”

The formula is extremely effective in healing muscle soreness, bruising, and edema. Lloyd adds, “It dramatically reduces the healing time of wounds, sunburns and bug bites. Gently massage on or around the affected area or it can be diluted into a bath and also used in compresses.” Essential Arnica Gel is also beneficial for those suffering from arthritis and aiding those recovering from post-surgery swelling and pain.

Currently Essential Arnica Gel is available for purchase at several retail locations, by phone or through their website and comes in the following two bottles:

1 oz: \$2.99

8 oz: \$17.99

Tristan J. Lloyd has over 20 years experience in various international marketing and communication related fields. Her marketing career took her to Belize where she discovered the effectiveness and quick healing properties of certain herbs such as Arnica Montana and subsequently developed Equine Arnica Gel in 2007. Lloyd received her

BA in Psychology from State University of New York at Albany and MA in Business
Communication from Jones International University.

Essential Arnica is located in Phoenix, Arizona, and can be reached at 480-626-4072 or at
www.EssentialArnica.com.

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