



DESERT WHALE

JOJOBA COMPANY

FOR IMMEDIATE RELEASE

TUCSON, Arizona – January 2004 -- JOJOBA ESTERS

Desert Whale Jojoba Company announces a new addition of derivatives to their jojoba products line: Jojoba Esters. Three new ingredients have been created with a melting point range of 12 – 70C: liquid jojoba (Jojoba Esters 15), jojoba ester flakes (Jojoba Esters 70), and exfoliating jojoba beads (OFJ™ Spheres). Jojoba Esters have the same moisturizing and stability properties traditional jojoba oil is known for, and can be used in a broad range of skin care and cosmetic products requiring oil free formulations and ingredients.

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