



- Press Release -

The Wellness Shop Introduces HotKiss, First Product to Halt the Development of Cold Sores Using Heat Application

Online Health Store and Portal Offers Compact, Easy-to-Use, Fast-Acting Medical Device Dermatologically Tested to be 100% Safe and Reliable

Waiheke Island, Auckland, New Zealand – The Wellness Shop (www.wellness-shop.co.nz), an online health store and portal providing a wide range of natural health products and information, today announced that it is offering HotKiss, the first product of its kind proven to actually interrupt the development of cold sores or lip herpes. Manufactured in Germany, this product will now be sold to consumers and distributors worldwide through The Wellness Shop web site.

Using the principle of heat, the patented HotKiss product is applied to the lips at the onset of a cold sore or lip blister. Typically, one will notice a tingling or burning sensation in their lips, signaling the development of the herpes simplex virus, which is responsible for lip herpes or cold sores. Using a special microchip in the unit, the contact plate on the exterior is heated to the exact temperature needed to destroy the virus beneath the skin (50-51° C)-before the virus spreads and turns to lip herpes.

"Anyone who suffers from cold sores or lip herpes knows how annoying this problem is; blisters can be painful and unsightly," said Toby Ruckert, co-founder of The Wellness Shop. "The HotKiss product is a perfect remedy for this condition. It's so easy to use, it works within a matter of seconds, and it's extremely compact and portable-because you never know when you might need it."

HotKiss is a battery-powered device that looks like a lipstick holder and is about the size of a small flashlight. It can be carried in a pocket or handbag inconspicuously and be used anytime. It provides instant treatment for cold sores and lip herpes, as it works in as little as four seconds to destroy the virus. No uncomfortable or unattractive blisters will appear, and no painful sensation will occur.

Extensive medical and dermatological testing has been conducted on the HotKiss product. Test results concluded that HotKiss was perfectly safe to use and worked with 100% success when applied according to the directions. The device actually stopped the formation of lip blisters in test subjects before the lip herpes outbreak occurred. No side effects were found as a result of using the product.

"Unlike other treatments for lip herpes, HotKiss is natural, safe to use and has absolutely no side effects," said Margit Brusda, co-founder and health consultant for The Wellness Shop. "Using a simple, concentrated application of heat, this product can effectively stop a sore or blister from developing in the first place. And the best part is that it's perfectly safe for just about anyone to use."

HotKiss has been proven safe for people of all ages (even children), including those with various allergies or medical conditions such as chrome-nickel and epilepsy, as well as people with pacemakers and pregnant women. For reasons of hygiene, the HotKiss device should be used by only one individual and should be cleaned after each application using the disinfectant solution provided in the product package.

Hotkiss can be ordered online, in participating health stores and all good pharmacies around the country.

About The Wellness Shop

The Wellness Shop was founded in March 2002 by Toby Ruckert and Margit Brusda to provide a full range of natural wellness products and extensive health information to consumers of all ages around the world. The company's mission is to create a friendly online shopping experience by combining the proprietors' experience and knowledge of health with well-known brands from carefully selected manufacturers. Today the online store offers more than 200 products, all of which have been tested and proven to work.

Additionally, it provides herbs and remedies, free health consultations, recipes, resources, a newsletter and a wealth of useful information enabling people to improve and maintain their health and well-being. The founders travel worldwide to find natural remedies and products for various illnesses, diseases and conditions. The Wellness Shop aims to be the first true Internet health portal for consumers and can be reached at www.Wellness-Shop.com

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Podcast & radio interview: <http://www.prweb.com/releases/2006/5/prweb384241.htm>

Hotkiss Media resources: <http://www.hotkiss.co.nz/media.html>