



The Power to Be Yourself™

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IlluminEssence® Provides the Missing Link

**New Life Science Company that Uniquely Integrates Self-Improvement,
Beauty and Fashion To Transform Lives Launches Web Site**

COSTA MESA, CALIFORNIA (March 21, 2003) – The business of looking good and feeling good are huge, growing industries. Baby Boomers are pouring over \$30 billion in anti-aging products. Combined revenues for beauty and fashion reportedly exceed \$100 trillion globally. The worldwide market for self-improvement has grown by 200% in the last two years alone to \$500 billion. Popular “gurus” such as Marianne Williamson, Barbara DeAngelis, Anthony Robbins, Stephen Covey, Deepak Chopra and many more that promise to improve our relationships, finances, physical well-being, memory, business and communications skills, and help us get in touch with and explore ourselves or heal our addictions, are drawing huge audiences and generating substantial book, seminar, consulting and audiocassette sales—with incomes for their various activities generating as much as \$80 million per year in some cases.

“In our fast-paced, high tech, information ravenous society, the focus is most often either internal or external. IlluminEssence® is the missing link that connects the external and inner Self,” says IlluminEssence Founder and CEO Taylore B. Sinclair.

IlluminEssence, a life science company based in Costa Mesa, Calif., has created a proprietary technological system that seamlessly integrates self-improvement, beauty and fashion to transform lives. Unequaled anywhere, IlluminEssence’s process improves the way people look *and* feel, *and* the way others perceive them.

“IlluminEssence works from the inside, out,” says Sinclair. “When our inner core is reflected through the way we dress and present ourselves to the world at large, something incredible happens! Our authenticity is perceived and not only is it easier for us to communicate with those around us, it’s easier for the world to relate to us as the unique, wonderful individuals that we truly are,” notes Sinclair. “We look better and feel better too!”

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So much of the self-help industry is about fixing something—whether it’s your sex life, your soul, or your cardiovascular system. It’s spun under the mantra of "holistic health", and it can be an obsession for consumers in the “experience” industry, explains Sinclair. “Not only do we have daily shows about self-improvement, we now have beauty and fashion ‘make-overs’. Think about those two words -- ‘make’ and ‘over’. Our authentic self, our soul or core essence is being covered up by someone else’s opinion of us. It might be based upon our eye, hair or skin color or what is currently in style. But it has never based our true core nature. IlluminEssence is about uncovering what has been hidden or lost; nothing needs to be fixed. Applying the IlluminEssence process allows the authentic self to be revealed and perceived. There are no more distortions,” explains Sinclair. “And, one of the incredible benefits is that dis-ease often disappears when people are dressed in their own ‘essence’! The body can finally just relax. And, as a by-product, those around us will also just relax. It is an incredible process. Seeing is believing!”

So how does the IlluminEssence process work? With over 20 years of research and development, Sinclair has compiled one of the greatest compositions of personal awareness ever revealed and developed it into a tangible technology that can be used by any man or woman. The revolutionary system defines and groups the elements of specific shapes, design lines, colors, textures, patterns, scents and sounds that harmonize with each other. All of these elements have a particular energetic frequency or “Tone”, as do all individuals. “When what we wear is of the same energetic frequency as our own native Tone, the alignment produces a life changing force that energizes, centers, and empowers us. Simultaneously, people will inherently feel more comfortable and trusting in our presence,” notes Sinclair.

“Our clients report they experience enhanced self-esteem and confidence, profound self-awareness and higher productivity,” explained Sinclair. “People stand up straighter. Their voice deepens and strengthens. Their face looks more vibrant and wrinkles diminish. They look 5-10 years younger and 5-20 pounds lighter.” As Sinclair stated, “You have to see it to believe it. Just in the same way that you can’t argue with gravity. It just is!”

IlluminEssence has launched their new Web site to get the message out to the world. “Our Web site is one of the most important corporate communications efforts we have undertaken. We now have a Web site that can assist us in transforming people’s lives on a global basis,” says Sinclair. “Our domain names of www.FullMakeOver.com and www.YourMakeOver.com point visitors to our Web site -- www.IlluminEssence.com.”

IlluminEssence’s new Web site is designed to provide interactivity and Web-based services for a variety of audiences, including existing and prospective clients, the media, investors and the general public. The site enables visitors to quickly scan for information and read about the Company, its founder, the patented technology, the four Harmonic Tones and a Self-Tone Analysis, client testimonials, “before” and “after” photographs, the available products and services, plus classes and workshops.

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It also features a dedicated media center where members of the media can download the Company's press kit, published articles, a videotape copy of a keynote given by Founder Taylore Sinclair, press releases and relevant research.

Visitors can also purchase online the patented Self-Tone Analysis to determine their own Harmonic Tone and then receive educational materials about it. "Harmonic Tone identification can empower people to better express to the outside world who they truly are, dress their soul for success, and also harmonize their environments to support them," explains Sinclair.

"Considering all that is going on today in the world, I know that peace in the world can only begin with peace within. This is what IlluminEssence offers each individual – the opportunity to know and love our true self," says Sinclair. "I believe that every human being should have the opportunity to live the quality of knowing their own innate self worth and beauty," added Sinclair. "When you are at peace, there is no struggle."

About the company:

Founded in 2001 and headquartered in Costa Mesa, Calif., Essence, LLC, dba IlluminEssence, is a life science company engaged in the advancement of a patented technology that integrates well-being, beauty, and fashion. IlluminEssence assists clients with recognizing and utilizing their "Essence", those innate traits and characteristics that make them unique. Working from the inside out, an individual's inner core is reflected through the way s/he dresses and presents one's self to the world at large. To accomplish this, the client's Harmonic Tone is determined and additional education, services and complementary products are available, which are evaluated or developed in accordance with IlluminEssence's Harmonic principles. IlluminEssence anticipates future licensing and franchising of its technology, proprietary system, products, and services. Also, Founder Taylore B. Sinclair's book Fashion For The Soul™ is expected to be finished by the end of 2003. For more information, visit www.IlluminEssence.com.

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