



Cheers to Good Health and Now... Good Skin!

Healthy Lifestyle Brands, BORBA®; and Jamba Juice®; Team-up to Offer the First Skin Healthy Smoothie

Los Angeles, CA (January 13, 2006) – Jamba Juice, the category-defining leader in freshly blended-to-order fruit smoothies, juices, and good-for-you snacks already provides healthy benefits for the mind, body, and soul, and now, beginning on January 19th, 2006...skin! Innovative skincare brand, BORBA has teamed up with the popular smoothie destination, Jamba Juice to offer-up beautifying smoothies infused with Skin Boosts by BORBA. Exclusive to select Southern California Jamba Juice locations, these limited edition Skin Boosts by BORBA represent the first branded partnership to appear on the Jamba Juice menu board.

With the introduction of Skin Boosts by BORBA at select Jamba Juice locations, health conscious consumers can give their skin a healthy dose of vitamins and minerals as they sip their way to radiant, glowing skin. Jamba Juice is known for their menu of healthy smoothies and juices that consumers can customize to their individual health needs by blending in a boost of their choice. The Skin Boosts by BORBA will be offered in BORBA's Aqua-less Crystalline powder form, and will be the first Jamba Juice boost to offer benefits for the skin. Three varieties of balancing Skin Boosts by BORBA will be available:

- Skin Boosts by BORBA, Clarifying - *Helps promote a clear and radiant complexion* through its unique combination of antioxidant ingredients including pomegranate extract, green tea extract and selenium. Formulated for oily skin and blemishes.
* Contains walnut powder, which may be an allergen
- Skin Boosts by BORBA, Age Defying - *Helps slow visible signs of aging through its unique combination of antioxidant ingredients including açai and grape seed extracts. Formulated for aging skin, fine lines, and wrinkles.
- Skin Boosts by BORBA, Replenishing - *Helps improve skin hydration through its unique combination of ingredients including lychee, papaya and guava extracts. Formulated for dry, sensitive dehydrated skin.

*Based on consumption of two boosts per day for four weeks

“As leading lifestyle brands that hold parallel passions for health, nutrition and well being, we are excited about this partnership between BORBA and Jamba Juice. It truly is a perfect match to cater to the body's inner and outer needs,” says Scott Vincent Borba, creator and founder of BORBA.

The limited edition Skin Boosts by BORBA will be available at the following locations.

- Brentwood 11911 San Vicente Blvd. #100, Los Angeles
- Larchmont 158 North Larchmont, Los Angeles
- Beverly Connection 8495 West 3rd St, Los Angeles
- Beverly Hills 474 N. Rodeo Dr., Beverly Hills
- West Hollywood 8591 Santa Monica Blvd., West Hollywood
- Brentwood Place 12003 Wilshire Blvd., Los Angeles
- Melrose 7504 Melrose Ave., Los Angeles
- Westwood Village 10912 Lindbrook Dr., Los Angeles
- Beverly Hills II 168 So. Beverly Dr., Beverly Hills
- West Hollywood Gateway 7100 Santa Monica Blvd. Suite 151, West Hollywood

ABOUT JAMBA JUICE: Jamba Juice is the category-defining leader in freshly blended-to-order fruit smoothies, juices, and good-for-you snacks. Founded in 1990 in California, today Jamba Juice has more than 525 company and franchised stores in 26 states nationwide with 7,500 employees. For the nearest location call: 1.866.4R.FRUIT or visit the website at www.jambajuice.com.

ABOUT BORBA: BORBA's beauty philosophy is something you feel from within. BORBA understands that much of what we do

on the outside will affect how we feel on the inside, and that the key to true beauty is found in the right melding of the inner and outer person. BORBA's Nutraceuticals™ and Cosmeceuticals™ were developed and have been clinically proven to work with your unique body's chemistry.

Note: The foregoing statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

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