

## PRESS RELEASE

Date: April 1, 2009

Company: JuvenesseSpa

Charity: [www.PeaceJourney.com](http://www.PeaceJourney.com)

[www.juvenessespa.com](http://www.juvenessespa.com)

[www.juvenesseblog.com](http://www.juvenesseblog.com)

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**HEADLINE: Beauty....with a Conscience**

***“I focused on a way to make a clear connection between inner peace and beauty at the spa and how people can make a tangible and measurable difference in the world.”***

*-Jeannette Kravitz*

In a world that is becoming increasingly cynical and divided, Jeannette Kravitz is a walking inspiration and living proof that corporate consciousness and social responsibility are not mutually exclusive.

Using the knowledge she garnered from 20 years of experience in Fortune 500 companies, Kravitz walked away from the corporate world determined to start a business that married her knowledge of beauty with her desire for world peace.

The result is ***Juvenesse Spa***, an oasis of tranquility in the heart of Chicago’s River North district. In this peaceful haven, clients receive a full range of spa treatments using botanical cosmeceutical grade products.

In connection with ***Juvenesse Spa is Peace Journey***, a non-profit program that guides global friendships among children of the world through communication and cultural tolerance on trips to select foreign countries.

***Juvenesse*** has branded itself to incorporate its spa, skincare line and ***Peace Journey’s*** mission into a cohesive structure. The company’s ability to infuse all its components is what differentiates it in the spa and skincare industry. When a client comes to ***Juvenesse*** for treatment, they are not just taking care of him or herself, but helping to take care of the world, as a portion of all profits goes directly to support ***Peace Journey***.

***Peace Journey’s*** mission is to bring aid and understanding around the globe, with a focus on impoverished women and children. They do this by fostering experience education programs where traveling youth explore cultural diversity, globalization, green technology and micro-economics. The local and visiting youth also make a documentary of their work together and in 2006, one of these documentaries won the 27<sup>th</sup> annual TELLY award for excellence.

### **Biography**

Jeannette Kravitz corporate background is in International Operations Management, Marketing and Public Relations. She served in Regional Operations at Photography Corporation of America, where her division ranked in the top 10% in profits globally. Using the knowledge gained from her experiences working with Fortune 500 companies, she formed Sponsorkids ***Peace Journey’s*** in 2000, where she serves as Executive Director and Founder. She is also the CEO of Juvenesse Spa, the business she formed to support ***Peace Journey, a program of sponsorKIDS Charities 501c3***. Jeannette is a member of the Chicago Council on Global Affairs President’s Circle and serves on the Sister City Casablanca Committee in Chicago.