

FOR IMMEDIATE RELEASE
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Young Scientist-Entrepreneur Launches New Skin Care Product Line *Ingredients from the Earth Plus Educational Inspiration Equal Zen Complexions and Scholarships*

(SAN FRANCISCO, CA and SACRAMENTO, CA) – A lifelong passion for science, a desire to further educational and career opportunities in science and math for disadvantaged and underrepresented women, and her personal need for affordable, effective, simple skincare products to remedy her own sensitive and breakout-prone skin were driving forces for Angella Sprauve, a research and development scientist in her mid-twenties, to her creation of new skincare line, Auvê.

Through Auvê, Sprauve aspires to pay forward opportunities she worked hard to achieve and was lucky to attain through education and life experiences. Toward this support, Sprauve established The Auvê MESA Scholarship Fund, which a portion of sales all Auvê product sales benefits. This sustainable scholarship program designed champions disadvantaged and underrepresented students in their continued education of science and math.

The vision of MESA is to support the national science and mathematics educational agenda by ensuring that MESA students develop a high level of literacy in mathematics and science so they can play a leading role within an increasingly technology-based world. MESA is dedicated to student achievement and success in mathematics, engineering, science and technology careers. MESA promotes collaboration among its network of programs in different states in order to achieve the highest level of program effectiveness. MESA provides its partners—state governments, industry, foundations, educational institutions and community members—a recognizable return on their investment.

Sprauve explains, “I was awarded a MESA scholarship to supplement my college education in chemistry. My brother studied engineering on a MESA scholarship. Our mother volunteered her time and skills, supporting the MESA mission of providing for disadvantaged and underrepresented students. The Auvê Scholarship Fund, awarded in a partnership with MESA, helps current and future students not unlike me and my family. Creativity and passion, coupled with hard work and sound ethics, carry us in the directions we want to go. Auvê personifies my goals to help people to take care of themselves, to increase awareness and to simplify, perfect and personalize skincare while furthering educational opportunities.”

“Ms. Sprauve's bold idea to support MESA students using scholarship funds generated from the sales of her skin care products sets an outstanding example for today's generation of entrepreneurs. UC is proud that one of our alumni is not just giving back, but giving forward in this way to help students go to college.” said Michael Aldaco, University of California Assistant Vice President of Student Development and Academic Services. Oscar Porter, MESA Executive Director praises Sprauve's philanthropic vision, commenting that “MESA is honored that Angella would choose to give back to the program that helped her achieve her academic goals. With her donation from Auvê, Angella has created a legacy that will help other deserving MESA students reach their goals as well.

Sprauve's scientific career began fresh out of college, with her work in R&D of chemical formulations for well-known skin care and cosmetic products currently available in luxury retail locations. This experience provided her with superlative first-hand insight into the industry of mass-market skin care, including the fact that expensive consumer skincare products typically share the same formulations as inexpensive products.

Sprauve's vision was to create a comprehensive line of unique skincare products, exclusively manufactured in small batches, formulated authentically, utilizing natural plants and minerals from the earth, providing personalized benefits to a wide range of skin types.

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This vision, combined with Sprauve's extensive knowledge of science and chemistry and her deep and passion for people lead to her conception of a comprehensive line of Auvê products for a diverse range of male and female skin types.

Sprauve grew up in Northern California, near Sacramento. She currently lives and works in San Francisco. Her mother, a Guyanese native of Indian and Chinese ancestry, shared centuries-old traditional Eastern Indian and Asian personal care remedies with Sprauve throughout her upbringing. Her African American father and relatives are a valuable source of skincare practices utilizing plant derivations. Both sides of Sprauve's family influenced her travel and immersion into indigenous skincare, learning secrets in widespread locales including Brazil, Costa Rica, Tahiti, Botswana and Guyana. Her combined personal experiences, in addition to her formal education and professional experiences in state-of-the-art scientific and chemical research and development weave a uniquely diverse fabric of knowledge embodied by Auvê.

"Starting-up Auvê, I commandeered much of my mother's suburban Sacramento kitchen. I cut-up big boxes to partition my 'lab' from the rest of our kitchen, writing 'Authorized Personnel Only' on makeshift cardboard walls", Sprauve reminisces. "Eventually, I established resources enabling me to build my own R&D laboratory from which I still work. My mother is very happy to have her kitchen back", continues Sprauve.

An enthusiastic practitioner of yoga for close to decade, Sprauve devoted a year as yoga instructor to a group of formerly homeless San Francisco residents. The combination of mental, physical and spiritual growth embodied through yoga has, for over 5,000 years, been a path toward self-knowledge and liberation for practitioners. This was another source of inspiration toward Sprauve's conception of Auvê.

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Angella Sprauve welcomes interviews. She is also available for live and taped appearances.

For more information, product overviews, bio, photos and more, please visit www.auve.net/press Auvê products, described in fact sheets located online, are available for media samples upon request.

About Auvê

Auvê is a skin care product company with products for men and women of all skin types. Auvê products are earth-friendly, never tested on animals. Auvê provide ease and noticeable results from regular skincare to enhance appearance and well-being. Auvê's mission is to improve appearance and long-term health of skin while enhancing each consumer's skincare knowledge. Auvê is a privately held company based in Northern California with global distribution capability. More information about the company is available at www.auve.net

About MESA

MESA nationally supports disadvantaged and underrepresented students to achieve academically in math, science and engineering and go on to attain math-based degrees. The vision of MESA is to support the national science and mathematics educational agenda by ensuring that MESA students develop a high level of literacy in mathematics and science so they can play a leading role within our increasingly technology-based world.

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