

***Release Source: Alison Prentice**

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Creo Mundi – Positively Bursting with Energy in Durham Region

OSHAWA, ON—May 13, 2008— What is it about Durham Region that causes entrepreneurs to thrive? Creo Mundi is the latest small business to face the Dragons in the CBC television series, the Dragons' Den.

“We’re absolutely thrilled” said Alison Prentice, President of Creo Mundi. “This is huge for us and an opportunity to share nationally about our company and convince the Dragon’s we are worth investing in”. In case you’re wondering, Creo Mundi creates *Intentional™* products. According to Prentice, these are products “designed with conscious purpose and design”. For example their clothing is created with the intent that the wearer will feel more positive energy wearing the clothes. They have an intentional design – one which is trademarked and patent-pending and has over 200 words in 15 languages from around the world printed *on the inside of the clothing*. And we’re told that by making a conscious choice to be surrounded by positive energy, the consumer amplifies the intention in the garments. As well Creo Mundi has an intentional protein that is already on the shelf at all Loblaws stores that have a Natural Value section. This protein was created with the intent that the consumer will experience enhance Performance, Balance and Vitality if using the product on a regular basis. Again, the intention has been incorporated into the bottle with the use of words as a watermark on the label.

If you ask if this really works, Prentice will tell you “of course”. “The concept can be as simple as asking what makes a person feel better – someone saying “you’re a no-good son of a gun that will never amount to anything and constantly being sworn at or put down? Or someone saying “you’re the best thing that ever happened to me and you can do anything you want and being forever encouraged and loved”. Prentice explained that it can also be as complicated as quantum physics and the fact that we and indeed everything on this planet is energy. If you surround yourself with positive energy you can’t help but feel better.

There must be something to it. Most people they talk to have never seen a company go so far so fast. And they will be launching a new product exclusive to SkyMall (for the first month), the airline magazine, in October.

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