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Press Release

Source: Travertine Spa, Inc.

Young African-American Lawyer Leaves Lucrative Career to Start Luxury Line of Botanical Body-Care Spa Products

Tuesday September 27, 5:07 am ET

SUNSET BEACH, Calif., Sept. 27 /PRNewswire/ -- When he toiled in corporate law for a Fortune 500 company, Terry Carter would often retreat to spas to deal with the stress that accompanied his job.

In time, Carter realized he'd be only too happy to trade a spa for his office. That led him to form Travertine Spa, Inc., which makes a line of 23 luxury, body-care products.

"A peer complimented me on how well I handled a meeting, which turned hostile," says Carter. "I didn't even notice. I had come to expect such hostility and antagonism as the norm. I needed a break and decided to create an environment I wanted to return to each day."

The Travertine line, which is designed for upscale salons and spas, includes botanical body wash, turbinado sugar scrub, linen spray and massage products (\$8-\$43).

Travertine's Eden shea butter hand and nail cream drew praise from famed flamenco guitarist Ottmar Liebert, who wrote Carter that the "shea butter is fantastic. It saved my hands last winter ... I use it almost every night." The unisex line received favorable mentions from Women's Wear Daily and Health Expo TV.

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Its goal is to create a lifestyle company for those who desire quality and luxury in the products they purchase. Travertine is so particular about its aromatherapy that they hand blend their fragrances. The company also has its own line of luxe sports wear and a Spa and Wellness advice page on its website. "Our return customers and celebrity clientele let us know our integrity is appreciated, said Carter."

Long range plans include expanding the company to include retail stores and a resort spa. "I empathize with need to get away, rest and heal. I want to create a sanctuary where other weary souls can escape from the rat race," says Carter.

Carter, age 35, has a background in plant biology, economics and law. He is well traveled and speaks Japanese, French and English. He is often asked whether or not he will ever work in the legal profession again. "I love the law -- particularly the erudition. I also love the flexibility and excitement of being an entrepreneur. For now, I don't have to choose. I have the best of both worlds."