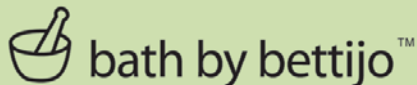


FOR IMMEDIATE RELEASE



Contact: Jeanine Boiko/ Nicole Marie
J9 Public Relations
516.557.2695

BlissWorld Adds Bath By Bettijo to Offerings

Phoenix, AZ – March 2008 – BlissWorld, the place to get the crème de la crème of spa products, has added two great items from Bath By Bettijo to their summer catalog: **Fresh Foot Forward Sea Salt Foot Soak** and **Ocean Mist Silky Shaving Oil**.

“We are thrilled Bliss has chosen to include us in their catalog,” said Bettijo B. Hirschi, founder of Bath By Bettijo. “Our all-natural and organic ingredients set us apart, making our products both healthy and beautiful. We are excited to offer these summertime favorites to Bliss’s beauty-savvy customers.”

Achy, tired feet are history with Bath By Bettijo’s Fresh Foot Forward Soak, which combines the natural healing powers of Sea Salt, Epsom Salt, Baking Soda, and Milk to not only soothe those tired tootsies but to detoxify and cleanse at the same time. Pure Grapefruit and Peppermint essential oils help to deodorize and invigorate feet. SRP: \$24.00.

Bath By Bettijo’s Ocean Mist Silky Shaving Oil offers a luxurious petroleum-free blend of Avocado Oil, Jojoba, and Vitamin E to protect skin while shaving. The Ocean Mist pure essential oil blend has calming and purifying aromatherapy properties. The Silky Shaving Oils make shaving something to look forward to. It only takes a small amount to coat legs and give you the close, smooth, nick-free shave you deserve. SRP: \$12.50.

The Bath By Bettijo products will be available in BlissWorld’s summer catalog and online at **blissworld.com**. To view the entire Bath By Bettijo collection, please visit **bathbybettijo.com**.

Created by Bettijo B. Hirschi, Bath By Bettijo offers a comprehensive collection of natural, handmade soaps and aromatherapy bath and body products. Bath By Bettijo’s products are made with high-quality natural and organic ingredients so they are both healthy and beautiful. The entire line is focused on providing natural products to pamper overextended and overworked people – isn’t that just about everyone?

[**HEALTHY IS IN**] *HERE IS WHAT’S OUT.*

No Dyes

No TEA or DEA

No Parabens

No Mineral Oil

No Formaldehyde

No Fragrances

No Sulfates

No Petroleum

No Silicone

No Carbomer

Visit us online at bathbybettijo.com

###