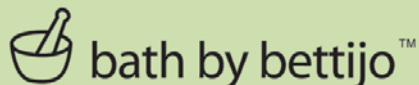


FOR IMMEDIATE RELEASE



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A GUILT-FREE TREAT FOR FEET Bath By Bettijo Introduces *New* CocoaMint Fresh Foot Scrub

Phoenix, AZ – July 2007 – What girl can resist chocolate and pedicures? Now you can indulge in two of your favorite delights – guilt free – with Bath By Bettijo’s new **CocoaMint Fresh Foot Scrub**.

This invigorating foot scrub combines hydrating Cocoa Butter and antibacterial Sugar to buff away dry skin leaving feet soft and smooth. Pure Peppermint Essential Oil revives aching muscles, putting a little pep in your step.

To use: Massage a handful into feet and legs using circular motion for 1-2 minutes. Rinse well. Follow-up with Bath By Bettijo’s CocoaMint Tingling Foot Cream for the ultimate indulgence. May be used 2-3 times per week.

CocoaMint Fresh Foot Scrub has a suggested retail price of \$26 and will be available beginning in the fall of 2007.

To view the entire Bath By Bettijo collection, please visit www.bathbybettijo.com.

Created by Bettijo B. Hirschi, Bath By Bettijo offers a comprehensive collection of natural, handmade soaps, toiletries, and other aromatherapy bath and body products. The Company’s “Go Beyond Ordinary” philosophy means that all of Bath By Bettijo’s products are designed to help you create your own personal home spa experience and enhance your body care regimen.

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