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Gear Up to Battle Winter Skin *With Bath By Bettijo's Whipped Shea Butter*

Phoenix, AZ – October 2007 – There is lots to love about winter: sipping hot chocolate next to a warm fire; hitting the slopes in Aspen and sporting the season's hottest boots. Unfortunately there is also lots we *don't* love about winter – mainly dry, cracked skin. While some lotions can relieve the feeling of parchment-paper skin for a little while, none fight back as strongly as **Bath By Bettijo's Whipped Shea Butter**.

Naturally rich in Vitamins A and E, Bath By Bettijo's Whipped Shea Butter leaves skin feeling soft and supple while relieving bone-dry skin. Formulated with a unique raw Shea Butter, it is whipped with pure Jojoba and Vitamin E to maximize the healing properties.

Not only will Bath By Bettijo's Whipped Shea Butter help repair damaged skin, it comes scented with a choice of two essential oil blends, which offer therapeutic benefits as well:

Lavendar Cedarwood - a blend of Lavender and Roses, warmed by enchanting Cedarwood undertones. Works to relieve stress, soothe the mind, and relax the body.

Lemon Almond - improve your mood with this uplifting, balancing, refreshing, and cooling scent of freshly-squeezed Lemon essential oil and the soft sweetness of baked treats.

Bath By Bettijo also offers **Pure Whipped Shea Butter**, which is unscented and fragrance-free for sensitive skin types and for men who want to take advantage of the skin-soothing benefits without the scent.

Each has a suggested retail price of \$16.50 for 2 ounces or \$38 for 8 ounces.

To view the entire Bath By Bettijo collection or to make a purchase, please visit www.bathbybettijo.com.

Created by Bettijo B. Hirschi, Bath By Bettijo offers a comprehensive collection of natural, handmade soaps, toiletries, 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?

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