

Contact: Jeanine M. Boiko
J9 Public Relations
(516) 785-4499

Bath By Bettijo Adds New Items To Product Offerings For Summer

Phoenix, AZ – March 2006 – Bath By Bettijo, the cult favorite bath and body brand, will add four new items to its unique product lineup this summer. The new items include a body wash, body scrub, detoxifying mud and smoothing mitten.

“We are thrilled to present our latest innovative bath & body product offerings,” said Bettijo Hirschi, founder of Bath By Bettijo. “These new items are sure to become must-haves for the summer and beyond.”

The new items include:

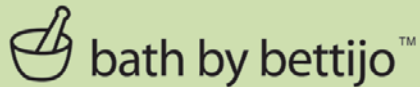
Crisp + Clean Organic Mint Body Wash - Exhilarating. Fresh. Euphoric. There are hardly words to describe the full body rush of bathing with the all-natural, sulfate-free Crisp + Clean Organic Mint Body Wash. The organic Castille soap formula contains no harsh or drying detergents -- only skin-softening, skin-loving ingredients like organic olive oil and lush shea butter. And the very best part is the pure peppermint essential oil which will make your whole body tingle with delight. Key Ingredients: Olive Oil, Shea Butter, Peppermint Essential Oil, Vanilla Extract. (\$19.50)

Mudder Nature Detoxifying Spa Mud - Enjoy a spa-worthy mud treatment with Bath By Bettijo’s detoxifying spa mud. Using a unique blend of natural clays and herbal extracts that nourish and soften skin from head to toe, this multi-tasking mud can be used for a purifying facial, relaxing soak, or as a full body mask. For a detox body mask or facial, apply an even layer of spa mud over skin, avoiding the eyes. Leave on until dry and then rinse clean. For a luxurious soak, fill your tub with warm water and mix in a handful of spa mud. Relax for 20 minutes in the warm water, allowing the mud bath to draw out toxins as your skin absorbs essential vitamins and minerals. Key Ingredients: French Green Clay, French Pink Clay, Jojoba, Hemp Seed Butter, Meadowfoam Seed Oil, Vitamin C, Vitamin E and Several Herbal Extracts including Comfrey Root, Black Willow Bark, Neem, Rosemary, Vanilla. (\$48)

Sweet Sugar + Shea Hydrating Body Polish - This delightfully sweet, whipped sugar polish is loaded with pure Shea Butter to be as moisturizing as it is exfoliating. This luxurious scrub contains Citrus essential oils and Jojoba to energize and boost circulation, leaving you refreshed and rejuvenated. To use: massage onto skin in a circular motion, concentrating on rough areas. Use 3-5 times a week to reveal healthy, glowing skin. Not for use on face. Key Ingredients: Sugar, Unrefined Shea Butter, Jojoba, Vitamin E, Grapefruit Essential Oil, Sweet Orange Essential Oil, Tangerine Essential Oil. (\$32)

(more)

FOR IMMEDIATE RELEASE



Bath by Bettijo Summer Products/2

Sisal Smoothing Mitten – Bath By Bettijo’s adorable sisal mitten is a great shower companion. All-natural sisal fibers (from the leaves of a plant in the Agave family) are woven into a one-size-fits-all mitten that helps smooth and invigorate skin. Use in place of a washcloth with our new Crisp + Clean Organic Mint Body Wash to instantly rev up your bathing routine, providing exfoliation to remove dead skin cells and boost circulation. (\$9.50)

The new items will be available starting July 1, 2006.

To view the entire 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.

###