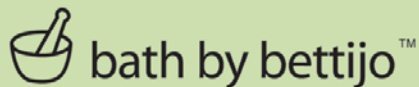


FOR IMMEDIATE RELEASE



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Bath By Bettijo Adds Two New Healthy Items To Its 100% Paraben-Free Bath & Body Collection

Phoenix, AZ – February 2008 – Bath By Bettijo will add two new items to its “green” bath and body collection this summer. The new items include a luxurious sulfate-free body wash and super-rich all-over lotion.

“Our focus this season is on providing healthy staples that are sure to become fast favorites. We are pleased that consumers are on the lookout for the best, natural ingredients and are proud to offer such healthy options,” said Bettijo B. Hirschi, founder of Bath By Bettijo. “We are also happy to report that our entire collection is now 100 percent paraben-free, including the new body wash and lotion.”

The new additions to the Bath By Bettijo Collection include:

Lemon Almond Sulfate-Free Body Wash – Finally a body wash that will cleanse skin without drying it out! This wash gives drying Sulfates the boot and uses instead a unique blend of Coconut-based cleansers, organic Aloe Vera and Vitamins, to soothe and revive skin while gently washing away dirt and grime. The body wash is infused with our popular and delicious Lemon Almond pure essential oil blend. Pair with Bath By Bettijo’s **Lemon Almond Whipped Shea Butter** for radiantly refreshed skin. Key Ingredients: Organic Aloe Vera, Coconut Oil, Comfrey Extract, ProVitamin B5, Vitamin E. (Body Wash, 12 fl oz, \$24; Whipped Shea Butter, 8 oz \$38)

Mint + Marjoram Organic All-Over Lotion - Quench dry skin with this non-greasy body lotion. Containing only the best all-natural ingredients including raw Shea Butter, organic Aloe Vera, and Avocado Oil, this lotion delivers much-needed moisture to dry, parched skin with a light and refreshing scent of Sweet Mint and Marjoram. Use all over after showering with Bath By Bettijo’s **Crisp + Clean Organic Mint Body Wash** for an invigorating tingle that will enliven your senses. Key Ingredients: Raw Shea Butter, Organic Aloe Vera, Avocado Oil, Mango Butter, Organic Coconut Oil, Vitamin E. (All-Over Lotion, 16 fl oz, \$36; Body Wash; 12 fl oz, \$19.50)

The new items will be available for Summer 2008.

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 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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