



Contact: Jeanine M. Boiko / Katie Heelon  
(516) 557-2695

## Totally Tubular!

*Bath By Bettijo's Lip Treats Get an Organic Makeover & Refreshing New Flavor*

**Phoenix, AZ – July 2009 – Bath By Bettijo's** lip treats have just received a fabulous makeover — putting a fresh twist on the already delectable all-natural ingredients found in the signature balms. Introducing Bath By Bettijo's **NEW! Organic Lip Balms**.

Now housed in convenient, sleek black **100%-recycled plastic tubes** and wrapped in the brand's signature retro-chic labels, the Lip Balms feature new, **entirely organic formulas**, and a twist-up applicator for re-hydration on the go.

Bath By Bettijo's **New! Organic Lip Balms** are made with organic Coconut oil, Palm Kernel oil, Jojoba and Vitamin E to soothe, protect and moisturize even the most parched lips.

Choose from these delicious flavors (or try one of each!):

- The new kid on the block: **NEW! Lime Coconut** is an invigorating delight, blending organic Lime essential oil with decadent organic Extra Virgin Coconut oil to create an uplifting lip treat, like no other!
- Satisfy your sweet tooth with **Sweet Almond Organic Lip Balm** — this delicious lip treat features the softening power of organic Sweet Almond oil.
- A blend of exotic mango butter and organic Coconut oil make the best-selling **Ripened Mango Organic Lip Balm** a tropical treat!
- Treat your pucker to a tantalizing, lip-tingling experience with the cooling **Peppermint Organic Lip Balm**, an organic spin on one of Bath By Bettijo's staple flavors.

Each Organic Lip Balm has a suggested retail price of \$8. To view the entire collection, please visit [bathbybettijo.com](http://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 to be 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

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Visit us online at [www.bathbybettijo.com](http://www.bathbybettijo.com)