



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

## FEELING FLAKY?

### **Shea It Isn't So...**

**Alexandria, VA – February 2005** – It's a strange annual phenomenon. Every summer, millions of women everywhere simply flake-out. Now we're not suggesting Phoebe Buffet kind of flaky. No we mean the dry-itchy-rough-skin flaky. Sun exposure and chilly office air during the warm summer months can deplete our skin of much-needed moisture. The end result is our skin often looks and feels like a crumbled cracker. So what can you do to avoid becoming a flake? Take back your skin this summer with **Bath By Bettijo's Whipped Shea Butter**.

"For centuries, Shea Butter has been used as a healing balm for rheumatism, muscle aches, burns and light wounds," explains Bettijo Hirschi, creator of Bath By Bettijo. "It softens and nourishes skin and is believed to have antioxidant and regenerative properties. If you're looking to give dry skin the boot this summer, Shea butter is your best bet!"

What makes Bath By Bettijo's all-natural Whipped Shea Butter different is the fact that it is formulated with unrefined Shea Butter from Ghana and is whipped with luxurious Jojoba, Vitamin E and pure essential oils. The Company imports this unique, unrefined butter through a partnership with a village in Ghana. The Shea Butter is extracted from the pit of a fruit, which grows on the Mangifolia Tree, also called the Shea Nut Tree. The Shea fruit is gathered and the nuts are removed, dried and pulverized into a fine paste. The paste is boiled, and the luscious shea butter is skimmed off the top. Absolutely no chemicals are used in the process.

Bath By Bettijo's Whipped Shea Butter is available in two scrumptious aromatherapy blends: **Lavender Cedarwood**, which offers a therapeutic blend of Lavender essential oil and Roses, warmed by enchanting Cedarwood essential oil undertones (aromatherapy benefits: stress-relieving, soothing, relaxing) and **Lemon Almond**, a delicious blend of freshly-squeezed Lemon essential oil and the soft sweetness of baked treats (aromatherapy benefits: uplifting, balancing, refreshing, cooling.) Each has a suggested retail price of \$16.50.

To view the entire Bath By Bettijo collection or to make a purchase, please visit [www.bathbybettijo.com](http://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.***

###