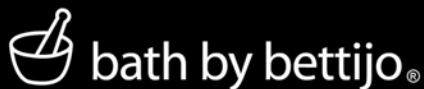


FOR IMMEDIATE RELEASE



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## Bath By Bettijo Debuts Spa Professional Collection at 2008 ISPA Annual Conference

*Bath By Bettijo's CocoaMint Foot Care to be Featured in the ISPA Relaxation Area*

**Phoenix, AZ – November 2008** – Originally created to bring spa-quality treatments to the comfort and convenience of home, the Bath By Bettijo collection now includes indulgent, handmade body treats in professional sizes – the perfect way to celebrate the company's fifth birthday this month. The **Bath By Bettijo Spa Professional Collection** will debut at the 2008 ISPA Annual Conference in Las Vegas November 10-13.

"We are truly thrilled about our new **Spa Professional Collection**," said Bettijo B. Hirschi, founder and president of Bath By Bettijo LLC. "Our retail products have shown tremendous success in the spa environment and our new professional collection is a natural extension."

The past five years have been a whirlwind of success for Bath By Bettijo. The company counts among its clients spa industry leaders, including Bliss and The Phoenician, and the brand has sold through high-end retailers such as Anthropologie. Bath By Bettijo products consistently grace the pages of national magazines including *O, Real Simple, Lucky, Health, Self, Redbook, Town & Country, Body+Soul, Parents, Family Circle*, and *Better Homes & Gardens*. In 2006 Bath By Bettijo received *Day Spa Magazine's* Editor's Choice Award for their **Sweet Sugar + Shea Body Polish**, now available in professional size.

Bath By Bettijo's "Healthy Is In" philosophy guides the creation of every product. The luxurious spa treatments are made with only high-quality natural and organic ingredients so the products are both healthy and beautiful. Using the best of what Mother Nature has to offer, Bath By Bettijo products include pure essential oils, raw shea butter, and a variety of other oils, herbs and botanicals. What's out? The company uses absolutely no sulfates, parabens, formaldehyde or petrochemicals. The company also uses no outer packaging to reduce waste and does not conduct animal testing.

"With the growing 'Going Green' movement, spa guests are becoming savvier to healthy ingredients in their beauty products," Hirschi said. "Bath By Bettijo's **Spa Professional Collection** helps spa directors meet this demand by providing a green alternative."

During the ISPA conference, Bath By Bettijo will be providing a CocoaMint Foot Refresher in the Jen Morgan Studio - Rouge Studio Spa at the Relaxation Area. This complimentary treatment features a delicious leg and foot scrub and massage with Bath By Bettijo's **CocoaMint Fresh Foot Scrub** and **CocoaMint Tingling Foot Cream**, both available in professional sizes.

In addition to the stock professional products, Bath By Bettijo is also now offering custom formulation of professional spa treatments. Bath By Bettijo can develop distinctive signature products and scents to create a customized experience for spa guests. For more information and ordering details, visit [bathbybettijo.com](http://bathbybettijo.com) or call 877-528-1584.

*Created by Bettijo B. Hirschi, Bath By Bettijo offers a collection of natural, handmade bath and body products. The 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)