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Special Delivery!

Bath By Bettijo Gives Birth to Sweet B. – A Collection of Nurturing, Organic Bath & Body Products for Wee Ones

Phoenix, AZ – October 2006 – Bath By Bettijo, the cult favorite bath and body brand for adults, has a special delivery for new parents everywhere. The Company has expanded its all-natural, spa-quality offerings to include a bundle of organic pampering products made especially for tots.

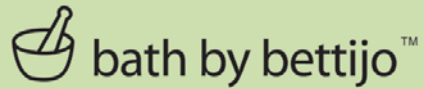
Introducing Sweet B., a collection of nurturing bath and body products for wee ones in cool, retro-inspired packaging.

“Our handmade Sweet B. baby products gently pamper baby with the finest all-natural and organic ingredients,” said Bettijo B. Hirschi, founder of Bath By Bettijo, who is expecting her second child in April 2007. “We simply do not use any chemicals that might irritate baby's sensitive skin. Being a mom myself, I know you want the best for your baby. That's why our Sweet B. products are formulated with special attention to be gentle on young skin.”

The Sweet B. line up includes:

- **Organic Shampoo & Wash** – Wash your wee one all over with this ultra-mild and pH-balanced cleanser specially formulated with sensitive skin in mind. A touch of lavender and chamomile calm and soothe your sweet baby.
- **Shea Butter Softening Lotion** – Using pure Shea Butter and Sweet Almond Oil, this gently softening lotion makes baby's skin supple and kissably soft. The sweet smell of orange blossoms with a hint of lavender keeps your baby smelling fresh – even in between diaper changes.
- **Babybottom Balm** – Protect and soothe your baby's bottom with this handmade, all-natural, healing balm that uses a special mixture of rich Cocoa Butter, Olive Oil, Aloe Vera and Vitamin E to soothe and moisturize baby's bottom. Lavender Essential Oil disinfects, purifies and soothes.
- **Baby Powder** – Keep baby fresh and dry with this talc-free all-natural Baby Powder. Cornstarch and French Green Clay absorb moisture, while Comfrey and Aloe Vera protect and nurture sensitive skin.
- **Hair Conditioner** – Your little one's hurtful tangles and static flyaways are history with Sweet B.'s Bye-Bye Tangles Hair Conditioner. Spray on then rinse out, this special moisturizing mist formula to smooth hair cuticles and cut down on tangles.
- **Soothing Baby Oil** – This all-natural oil is perfect for smoothing over and moisturizing baby's skin after bath time or for a comforting massage. Lavender Essential Oil, pure Safflower Oil and Vitamin E make it an outstanding alternative to other baby oils, which usually contain synthetic mineral oil.

FOR IMMEDIATE RELEASE



Bath By Bettijo's Sweet B. products are available by visiting www.bathbybettijo.com.

Created by mother of one (and one on the way!) -- Bettijo B. Hirschi -- Sweet B. and Bath By Bettijo offer a comprehensive collection of natural, handmade soaps, toiletries, and other aromatherapy bath and body products for babies and adults. 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.

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Visit us online at www.bathbybettijo.com