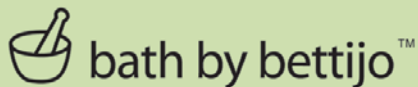


FOR IMMEDIATE RELEASE



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NATURALS FOR NEWBORNS

*Bath By Bettijo Delivers the Ultimate in Homegrown Baby Goods
with the Sweet B. Organic Baby Care Collection*

Phoenix, AZ – March 2008 – Oh baby! From bare bottoms to baby soft skin, moms will surely go ga-ga over the **Sweet B.** collection of all-natural, organic baby care products from the cult favorite bath and body brand, **Bath By Bettijo.**

Baby beauty booty at its finest and gentle enough to wrap around even the most delicate skin, Sweet B. is a collection of all-natural, handmade, nurturing bath and body products for babies. Formulated with special attention to young skin, there are no harsh chemicals or irritants such as parabens, sulfates, petro-chemicals or phthalates. Sweet B. products contain only the finest all-natural and organic ingredients including lavender, chamomile and olive oil and features cool, retro-inspired packaging.

The Sweet B. collection includes:

- **Organic Shampoo & Wash** – Wash your wee one all over with this tear-free, 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. \$16.50.
- **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. \$16.50.
- **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. Pure Lavender Essential Oil disinfects, purifies and soothes. \$14.50.
- **All-Natural 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. \$14.50.
- **Soothing Baby Oil** – This all-natural oil is perfect for moisturizing over baby's skin after bath or for a comforting massage. Pure Safflower Oil, Lavender Essential Oil and Vitamin E make it an outstanding alternative to other baby oils, which usually contain synthetic mineral oil. \$14.50.

Bath By Bettijo's Sweet B. products are available online at www.bathbybettijo.com.

Created by mother of two -- Bettijo B. Hirschi -- Sweet B. and Bath By Bettijo offer a collection of natural, handmade soaps, toiletries, and other aromatherapy bath and body products for babies and adults. Drawing on the best that Mother Nature has to offer, Bath By Bettijo uses only natural and organic ingredients.

[**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

Visit us online at www.bathbybettijo.com

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