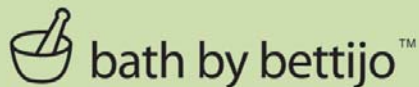


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BOTTOMS UP... Soothe Diaper Rash with Bath By Bettijo's Babybottom Balm

Alexandria, VA – November 2004 – It isn't long before every new mom knows firsthand the telltale signs of diaper rash. But even a diaper pro is often left wondering: How can I protect baby's precious skin?

Introducing Bath By Bettijo's **Babybottom Balm**, a 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 is also used for its disinfecting, purifying and soothing benefits.

"Our handmade baby products gently pamper baby with the finest all-natural ingredients," said Bettijo B. Hirschi, founder of Bath By Bettijo, who is expecting her first child in January. "We simply do not use any chemicals that might irritate baby's sensitive skin. We know you want the best for your baby. That's why our Baby Care products are formulated with special attention to be gentle on young skin."

Also included in the Bath By Bettijo Baby Care Collection is **Soothing Baby Oil**, an all-natural oil that is perfect for smoothing over and moisturizing baby's skin after bath time or for a comforting massage. Using a small amount of Lavender Essential Oil, for its soothing aromatherapy benefits, and combining it with pure Safflower Oil (a hypoallergenic vegetable oil) and Vitamin E, Bath By Bettijo's Soothing Baby Oil is an outstanding alternative to other baby oils, which usually contain synthetic mineral oil.

Bath By Bettijo's **Welcome Baby Set** contains everything the new mom needs to pamper baby, including a bottle of Soothing Baby Oil, a tin of Babybottom Balm and Jack Moore's *97 Ways to Make a Baby Laugh*. **The Great Mommy Escape** offers mom just that—a little escape! This thoughtful gift set features a Lavender Chamomile Tub Tea to relax, luxurious Whipped Shea Butter (scented with a therapeutic Lavender Cedarwood essential oil blend) to refresh and Lavender Oatmeal Spa Soap to nourish.

Bath By Bettijo's Baby Care products are packaged with three label color choices: Lavender for girls, Blue for boys and Spring Green for both. To view the entire collection or to make a purchase, please visit 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.

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Visit us online at www.bathbybettijo.com