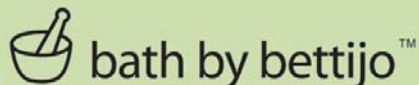


FOR IMMEDIATE RELEASE



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Bath By Bettijo Adds Three New Items To Product Offerings For Fall

Alexandria, VA – April 2005 – Bath By Bettijo, the all-natural bath and body company that took the industry by storm last year, will add three new items to its unique product lineup this fall. The new items include a lip balm, foot soak and aromatherapy sleep mask.

“Our customers have come to rely on us for innovative, all-natural products that will help them de-stress from their everyday lives -- and these new products are no exception,” said Bettijo Hirschi, founder of Bath By Bettijo. “Each helps pamper and soothe in its own unique way. We are confident our customers will welcome these new offerings with open arms.”

The new items include:

Sweet Almond Softening Lip Balm – The latest addition to the popular Lip Treat Collection infuses moisture into dry, cracked lips. This all-natural lip balm combines Almond and Coconut Oils, Vitamin E and Jojoba to soften and smooth. A delicious amaretto scent will make your pout irresistible! SRP: \$6.

"Fresh Foot Forward" Sea Salt Foot Soak – Wake up tired tootsies with this exclusive blend of all-natural ingredients. Mediterranean Sea Salt and Epsom Salt detoxify and relieve tired, aching feet. Natural lactic acid gently exfoliates and softens as you soak. A fresh Ocean Mist scent -- with Grapefruit and Peppermint Essential Oils -- invigorates and deodorizes helping you put a fresh foot forward! SRP: \$22.

Aromatherapy Sleep Mask - Catch some much needed Zzzzz's with Bath By Bettijo's Aromatherapy Sleep Mask. Filled with fragrant lavender blossom pouches (one hidden over each eye), this sleep mask filters out light and other disturbances so you can enjoy either a catnap or evening slumber. A Zebra print in silk charmeuse will make you look and feel like a glamour gal even while you sleep. SRP: \$19.50.

The new items will be available starting September 1, 2005.

To view the entire collection, 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