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## **Bath By Bettijo Introduces Fenomenole™, An All-Natural Oil Blend That Aids In Monthly Breast Self Exams**

### ***A Portion of the Proceeds From Sales Will Be Donated to Breast Cancer Research***

**Alexandria, VA – May 2004** – Experts agree that early detection of breast cancer is the key to survival for many women. That's why it's crucial for women to be as familiar with their "twins" as possible. While doctors encourage us to perform monthly Breast Self Exams (BSE), many of us find the experience frustrating and uncomfortable. What if it were simpler?

**Introducing Fenomenole™ from Bath By Bettijo.** Fenomenole is an all-natural oil blend -- which includes pure pink grapefruit essential oil -- that makes BSEs easier for women to perform on themselves each month. **And for every bottle of Fenomenole sold, Bath By Bettijo will donate a quarter of the proceeds to the American Cancer Society (ACS).**

"According to the ACS, breast cancer starts as a painless lump or thickening in the upper, outer portion of the breast," explains Ms. Hirschi. "By performing monthly BSEs, women become more familiar with their breasts and know when something feels a little out of the ordinary. We hope Fenomenole will encourage more women to do BSEs and help in the detection of this deadly disease."

Breast Self Exams are easy to perform. Simply remember these guidelines: do them at least once a month, start 7-10 days before your period and try to stick to the same day of your cycle every month. Following are some helpful BSE steps:

- Stand in front of a mirror and look at each breast separately. Note the size, shape, color, contour and direction of your breasts and nipples. Raise your arms over your head and look at your breasts, as you turn slowly from side to side. Press your hands on your hips and push shoulders forward. Look at each breast separately.
- Spread a dime-size amount of **Fenomenole** between palms to help you continuously glide over all breast tissue as you check for any lumps. Use the left hand for the right breast (and vice versa). Apply firm pressure and make small circles as you go back and forth in a pattern covering the entire breast area including the nipple. Extend the examination to the breast tissue in the underarm. Change your hand and repeat BSE on the opposite breast.

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- Lie down and raise one arm above your head. Examine your breasts as before, omitting the underarm. Change your arm and repeat BSE on the opposite breast. Tell your doctor if you feel anything unusual.

**Fenomenole** is packaged in a brightly colored pink bottle that acts as a reminder to women to do their monthly BSE. It has a suggested retail price of \$12 and is available by visiting [www.bathbybettijo.com](http://www.bathbybettijo.com) or by calling 703-671-8422.

*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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