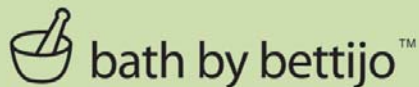


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SWEET DREAMS

Bath By Bettijo's New Aromatherapy Sleep Mask Will Help You Snag Some Much-Needed Zzzzzs

Alexandria, VA – June 2005 – You drink 8 glasses of water per day. You work out at least three times a week. You drink in moderation. It's safe to say you are one healthy chick. But why are you still skimping on your sleep?

Experts agree that women need an average of 8 hours of sleep per night. Without it, our appetite increases, our skin is more prone to wrinkles and breakouts, and we can become awfully crabby. What's a girl to do? Opt for Mother Nature's best beauty secret — Sleep.

Introducing Bath By Bettijo's Aromatherapy Sleep Mask.

Filled with fragrant lavender blossom pouches (one over each eye), this sleep mask filters out light and other disturbances so you can enjoy either an afternoon catnap or lengthy evening slumber. Its funky zebra print in silk charmeuse will make you look and feel like Sleeping Beauty.

"As an entrepreneur and new mom, I had been craving a good night's rest," explains Bettijo Hirschi, founder of Bath By Bettijo. "I designed our sleep mask to soothe and relax, while looking stylish for today's fashionistas. Once you slip it over your eyes, you'll immediately feel the effects of the lavender and find yourself dozing off in no time."

Bath By Bettijo's Aromatherapy Sleep Mask will be available this fall, and has a suggested retail price of \$19.50.

To view the entire Bath By Bettijo 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