

Love Me  
Baby Me



FOR IMMEDIATE RELEASE

PRESS RELEASE

## **'Love Me Baby Me' to Donate 15% of Online Sales for Breast Cancer Research!**

*The Paraben-Free, Pure and Natural Baby Products, Are Made with a Cutting-Edge, Natural Preservative System Unlike Any Products on the Market Today!*

Los Angeles, CA (October 2007) - [Love Me Baby Me](#) has announced that for the month of October, the company will be reducing prices by 15% **and** donating 15% of all online sales to **Susan G. Komen for the Cure** to support breast cancer research!!



**Love Me Baby Me** offers a 100% natural preservative system that is also pediatrician-tested, tear-free, and hypoallergenic. These products are designed specifically for a baby's sensitive skin. Inspired by her own daughter's sensitivity to chemicals found in skincare products, **founder Rosemary Anthony's** line is also free of Parabens, a group of common chemical preservatives-identical to their natural counterparts-that are used for their bactericidal and fungicidal properties in food, pharmaceutical and personal care products. Due to the skin-

irritating effects of Parabens on a baby's skin, **Love Me Baby Me products are preserved with an all-natural blend of pure flower extracts** instead, making them the one of the most unique baby hair-and-skin care products available.

In fact, Love Me Baby Me's entire line is so pure, safe, gentle and luxurious that even moms can't get enough of it. That's why **the company's pink-inspired bottle of [Creamy Cream](#), a Paraben-free, lightweight moisturizer with natural emollients like aloe and jojoba, silk proteins, and Vitamins A & E, is the perfect product for Breast Cancer Awareness Month.**

Why? Because Parabens have also been linked to serious conditions such as breast cancer. Although there are many conflicting opinions, the US Environmental Protection Agency (EPA) has reported that common Parabens mimic natural hormones and disrupt the body's endocrine and immune systems.

**Additionally, scientific evidence suggests that Parabens absorbed through the skin migrate into breast and uterine tissue and contribute to the development of tumors when used frequently or in large amounts.** While most products contain very low amounts of Paraben, over 13,000 personal care products use these chemicals to sustain shelf life, including shaving gels,



lotions, and antiperspirants. It is this compounded contribution of Paraben-containing products to breast cancer that has sparked Rosemary to continue her company's pure and natural approach to skincare and donate a portion of Love Me Baby Me's October profits for breast cancer research.

**About Susan G. Komen for the Cure**

Founded in 1982 by Nancy G. Brinker after the death of her sister Susan, Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer activists and survivors. As the leading source of nonprofit funds dedicated to breast cancer research, Komen for the Cure empowers families, friends, and individuals affected by breast cancer, and pushes science to keep the search for a cure alive. To date, Komen for the Cure has invested over \$1 billion in research, education, and health services related to the fight against breast cancer.