



## News Release

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# Lassen's Natural Food & Vitamins Chain Selects **Love Me Baby Me**, New Supplier of Pure and Natural Hair and Skin Products for Children

## *Full Product Line Rolls Out February 2 in Five More CA Stores*

Los Angeles, CA, January 31, 2007—**Love Me Baby Me**, creators of one of the first baby lines featuring an all-natural preservative system for hair and skin care products, announces today that the popular, multi-store chain of natural food and vitamins, Lassen's of California, has selected the company's full line of pure and natural baby products to showcase in five more of its stores, beginning on or about February 2, 2007. Locations include Bakersfield, Santa Barbara, Santa Maria, Thousand Oaks and Ventura, its highest volume store.

Love Me Baby Me is the 2006 recipient of the prestigious *iParenting Media Award*. Its line includes Bubbly Wash™, Smoothy Shampoo™, Creamy Cream™, Hair Putty™, and aptly named Butt Balm™. Love Me Baby Me products are already featured in three of Lassen's stores: Camarillo, Santa Clarita and Simi Valley. Michelle Brie, regional body care and vitamin buyer for Lassen's explains that the Love Me Baby Me line "is selling so well that we decided to expand representation into our other locations."■

For more than 30 years, the family-owned and operated Lassen's chain has been known for offering the best quality in natural products and for its extensive community involvement throughout Central and Southern California.

Lassen's Ms. Brie, comments that "the Love Me Baby Me line is better than anything available commercially. Products have a pleasant aroma and the packaging is charming and colorful. When we learned the entire line was pediatrician-tested, hypoallergenic and had undergone the micro-challenge test, we were excited. These products are also paraben-free and propylene glycol-free, and no animals are ever involved by way of testing or ingredients, so we acted immediately."



Love Me Baby Me products are created from the highest quality ingredients. The company's preservative system is a proprietary blend of pure floral extracts, imported from Europe, which places Love Me Baby Me in a class by itself. Importantly, the products provide a gentle and pure solution for even the most sensitive of skins.

Founder Rosemary Anthony invested five years in developing her formulations with all-natural preservatives, giving consumers a welcomed alternative to widely used synthetic-based products, which contain parabens, propylene glycol and other harsh chemical additives. Parabens have been linked to breast tumors.<sup>1</sup> Propylene glycol, though used in creams and lotions, is also used in paint thinner and antifreeze.

### **About Love Me Baby Me**

Founder Rosemary Anthony is living her dream: To create 'a new generation of aware parents.' Her mission is to educate unsuspecting parents "that not all 'natural' products are created equal." Love Me Baby Me was officially launched in the fall of 2006. Testing laboratories and manufacturing facilities are located in Los Angeles, California. Already, the product line is featured in fine children's specialty stores, natural product retailers, and online at [www.win-edge.com](http://www.win-edge.com). The company is broadening its current distribution network while preparing for the market introduction of several new products in the near future.

1/Concentration of Parable in Human Breast Tumors. Darbre PH et al J Appl. Toxicol 24, 5-13 (2004)