

Love Me
Baby Me



For Immediate Release

Press Release

Love Me Baby Me's Line of Natural Baby Products Serves as a 100% Safe, Phthalate-Free, Fun Personal-Care Items for Little Ones!

Los Angeles (February 11, 2008) - In light of the recent studies on the effects of phthalates, a harmful chemical used in most mainstream children's skin-care products, **Love Me Baby Me**, announces that its line of all-natural baby products, is every parent's ideal solution for little ones with sensitive skin. The pure, safe and luxurious products are Paraben, gluten and phthalate-free and are the perfect personal-care items for babies with skin conditions such as eczema, psoriasis, urticaria and more.



Why are paraben, gluten and phthalate-free products so important?

For years, preservatives called parabens - benzyl, ethyl, methyl and propyl - have been used in personal-care products like conditioners, shampoos, sunscreens and deodorants to inexpensively curb the growth of yeasts, bacteria and molds in these products. According to the Chicago Tribune, recent studies have unveiled a link between parabens and the hormone estrogen activity within the body's cells, which is common in

some forms of breast cancer.

While research on parabens and its direct links to cancer is still being conducted, an English study done by Dr. Phillapa Darbre done at the University of Reading discovered that parabens penetrate human skin when using cosmetic products including this ingredient; this is believed to contribute to the growth of breast cancer tumors.

Love Me Baby Me's gluten-free products are particularly important for mothers-to-be suffering from celiac disease, an intolerability to the gluten found in grains. Unfortunately, this intolerance has been linked to autism which is why **Love Me Baby Me's** natural products avoid the use of this ingredient. Similarly, phthalates, a plasticizer which are commonly used in cosmetic products like lotions, shampoos and powders to stabilize fragrances, have recently been linked to endocrine and reproductive issues. **Love Me Baby Me** has taken great strides to ensure all of our products are free of these chemicals so parents can feel free to pamper their little ones without the worry of risky effects from our personal-care products.

Love Me Baby Me offers five amazing products which are paraben, gluten and phthalate-free, hypoallergenic, propylene glycol-free, tear-free and pediatrician-tested. These items include:

- Bubbly Wash, 8 fl. oz., retail price \$19.95
- Smoothy Shampoo, 8 fl. oz., retail price \$19.95
- Miraculous Butt Balm, 8 fl. oz., retail price \$19.95
- Creamy Cream, 8 fl. oz., retail price \$25.95
- Hair Putty, 8 fl. oz., retail price \$19.95
- Precious Pak, includes all five products in an adorable gift box (.5 oz. Butt Balm; 2 oz. Bubbly Wash, Smoothy Shampoo, Creamy Cream and Hair Putty), retail price \$34.95
- Gift Set Collection, includes all five products gift-wrapped to perfection (4.5 oz. Butt Balm; 8 oz. Bubbly Wash, Smoothy Shampoo, Creamy Cream and Hair Putty), retail price \$104.95