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BABYSPA® NATURAL SKIN CARE LINE DEBUTS

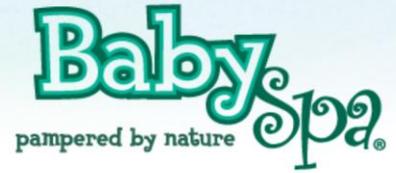
Targeted Approach to Natural Skin Care Addresses Changing Skin Needs of Infants and Toddlers

MIAMI, Fla. (September 26, 2011)– BabySpa® has announced the launch of its natural bath and body care collection, introducing the world’s first stepwise approach to baby skin care with a “Stages” system that targets the changing needs of infants and toddlers as they grow and experience different environments. Formulated in harmony with children’s developmental milestones, BabySpa® blends gentle and soothing ECOCERT® certified ethnobotanical ingredients while providing complete sensory spa experiences and pampering moments that everyone loves to feel.

BabySpa’s “Stages” approach was derived from extensive research and validated by expert dermatologists and renowned European research labs. Babies develop in stages, and with new developmental skills, come different levels of activity, environmental exposures, and skin protection needs. BabySpa® has formulated each product with specific ingredients that address children’s unique skin physiology needs throughout their growing years.

Stage One products are formulated for the extra-sensitive skin in newborns through crawlers when babies spend the majority of their time indoors and are particularly vulnerable to their external environment. Featuring soothing and gentle blends of vitamin-rich emollients and millenary botanicals, infused with the line’s signature baby-fresh scent, this initial stage is meant to protect and heal irritations caused by sensitivities to strengthen a baby’s delicate skin balance.

Stage Two products are formulated for walkers through preschoolers, providing proper moisture, long-lasting hydration, and natural protection from UV rays and changing climatic conditions that affect the skin. These nourishing and invigorating blends are scented with a splash of uplifting citrus, a perfect match for toddlers exploring the outdoors.



“BabySpa® is among the first to introduce a targeted “Stages” approach to address the skin care needs of infants and toddlers in parallel with the unique biological considerations and important environmental factors that impact these age groups,” stated Dr. Adam Friedman, assistant professor of dermatology, director of dermatologic research, and associate residency program director at Albert Einstein College of Medicine. “I am confident that this approach is an effective means to help protect the skin of babies and toddlers.”

Inspired by therapeutic spa cultures, ancient traditions, and luxurious body care rituals, BabySpa® blends organic and preservative-free ethnobotanicals traditionally used by ancient Native Americans, vitamin-rich oils native to the Indonesian and Pacific Islands, and patented moisturizers from Switzerland into a product mix that is 98-100% natural.

Among these unique botanicals are *Songa*™, used to help heal, hydrate and soothe irritated skin while maintaining a soft and supple texture; *EG-28*, a patented Swiss moisturizer that combines three natural botanicals to provide an immediate soothing effect while protecting and inhibiting irritation and redness in sensitive skin; *Kendi Oil*, a virgin natural oil rich in Omega 3 and Vitamin E to keep skin nourished, silky and smooth; *Kizis*™, a botanical that supports the skin’s natural defense mechanisms for better protection and after-sun recovery, leaving the skin soft and refreshed; and *Nyamplung Oil*, a fruit oil with soothing, regenerating and healing properties that helps to protect skin from UV exposure and is rich in Vitamin E to provide moisturizing and conditioning effects.

“We have a fundamental philosophy that goes beyond just a line of all-natural, eco-friendly products,” stated Tino Reiser, founder, BabySpa®. “It is a belief that the special connection between mother and child begins with the power of touch. Our bath milks, body washes, shampoos, lotions, creams, and oils are all naturally blended to wrap babies in silky-smooth goodness turning day-to-day baby care routines into memorable bonding moments while promoting healthy and targeted skin care.”

BabySpa® Stage One and Stage Two products include Soapless Body Wash, Tearless Baby Shampoo, 3 in 1 Tearless Shampoo, Body Wash & Moisturizer, Bubble Bath Milk, Moisturizing Body Lotion, Soothing Face Cream, Shea Butter Diaper Cream, Calming Massage Oil and



Nourishing Massage Oil.

All BabySpa® products are 98-100% natural and totally free of parabens, phthalates, SLS, SLES, PEGs, BPA, and mineral oils. BabySpa® manufacturing practices are environmentally sustainable and eco-friendly with no use of animal testing. For more information, please visit www.babyspaua.com. BabySpa® is on Twitter at @BabySpaUSA and Facebook at BabySpa USA.

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