

REMOVEEZ®

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FOR IMMEDIATE RELEASE

FOR THE HOLIDAYS “STICKY SITUATIONS” GET STUFF OFF YOUR SKIN NATURALLY WITH REMOVEEZ®

New natural skin cleanser effectively and gently removes
the things kids get on their skin.

VENICE, CA – (November 9, 2009) The holidays can get sticky – Christmas tree sap, craft projects, packaging tape, candy canes, and parents favorite gifts of temporary tattoos and stickers. Instead of harsh scrubs and industrial chemicals the next time your family gets into something grimy, try REMOVEEZ®, a new natural liquid skin cleanser made from a blend of citrus oils with homeopathic elements of plant and flower extracts that soothe and moisturizes the skin as it cleanses.

REMOVEEZ is a perfect solution to quickly and gently deal with the hard-to-remove holiday stuff that gets on your family's skin. Whether removing sticky and inky compounds like permanent inks, paints and Band-Aids®, or outdoor grime such as sap, tar, grease and much more, REMOVEEZ is the go-to family friendly solution designed with the human skin in mind.

REMOVEEZ' citrus oils are natural cleaning elements that cut through the stickiness and dirt that kids bring home. Aloe, calendula, and bee pollen naturally soothe the skin and keep it soft. REMOVEEZ is applied directly to the area to be cleaned, and gently massaged into the skin until the unwanted substance has dissolved. Excess product may be wiped away with a tissue or cotton pad, or left on to moisturize the skin.

Parents Jeremy Alcock and Jeanne Le Blanc developed REMOVEEZ to deal with the everyday necessity of keeping their childrens' skin clean, safely and gently. “During the holidays it's surprising all the stuff we get in to, and we don't want to keep our kids from being kids,” said Le Blanc. “We created REMOVEEZ to be a more gentle, effective and natural way to clean up our kids so they can look nice for the annual holiday card.”

The couple spent three years meticulously researching ingredients, creating the formula, and testing it with dermatologists, to develop REMOVEEZ proprietary blend of homeopathic extracts including aloe, calendula, bee pollen and Hawaiian white ginger, as well as citrus oils.

“REMOVEEZ is a great stocking stuffer for the parent on the go,” said Alcock. “The skin is the body's largest organ. Why would you put harmful chemicals on the skin of those you love?”

REMOVEEZ is dermatologist tested and free of parabens, phthalates and PPGs and is available in Lavender / Orange, Eucalyptus / Orange, Coconut / Orange, and Clove / Orange scents. It is currently offered in 1.75-ounce bottles online through Amazon.com and at select boutiques including Studio Beauty Mix at Fred Segal in Santa Monica, Calif. For more information and availability visit www.removeez.com.

REMOVEEZ®

REMOVEEZ gets stuff off your skin, naturally. A soothing blend of citrus oils with homeopathic elements of plants and flowers, Removeez was created to quickly and gently remove all the sticky and inky things that are beyond soap and water. Removeez leaves the skin soft, moisturized and smelling of lavender, eucalyptus, coconut, or clove scents. Why scrub when you can easily rub the problem away? Follow Removeez online on Facebook, Twitter @removeez, and www.removeez.com

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*samples available upon request



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