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13-YEAR-OLD PITTSBURGH NATIVE DEVELOPS LINE OF SKINCARE PRODUCTS
Simple Sugars™ Line of Exfoliating Scrubs are Sweet Treats for Sensitive Skin

January 04, 2008 (Pittsburgh, PA) – 13-year-old Lani Lazzari looks like your typical, fun-loving eighth grader, but ask her what she does in her free time and she'll give you a not so typical answer. When she's not studying, or socializing, Lani is managing her own growing business. Her company, Simple Sugars™, manufactures and sells a line of all-natural face, body and foot scrubs, that Lani developed and hand crafts.

Simple Sugars began in December of 2005, when Lani's mom decided that the family would have a "simple" Christmas and insisted that Lani and her two brothers make holiday gifts to give to family and friends. Lani, like several of her family members, had always battled sensitive skin, so she decided to create a skincare product that everyone could use safely. After a great deal of research and testing, she developed an all-natural formulation using sugar as the primary exfoliant combined with a special blend of noncomedogenic oils and antioxidant rich botanicals that leave the skin soft and smooth.

"The first sugar scrubs I mixed up were a simple formulation of ingredients that I found in our kitchen," explains Lani. "Shortly after the holidays, people started calling me telling me that they loved the scrub and asked me if I would make more and sell it to them."

And she did just that. Today, Lani has expanded her line to include face, body and foot scrubs in a variety of scents. Simple Sugars headquarters are still in her family's former craft room, which is conveniently located right down the hall from Lani's room. Lani works hard to balance the responsibilities of managing her growing business with the demands of her school workload.

"The word is definitely spreading about what a great product Lani has developed", remarks Gina Lazzari, Lani's mom and assistant. The positive feedback has been overwhelming. We're starting to outgrow the space in our house and are shipping orders all over the country now. I'm very proud of what Lani's doing. It's impressive."

Over the past year, the business has grown significantly. Large corporations, non-profits and specialty retailers and spas have placed orders for Simple Sugars scrubs.

"When Lani came in and gave me a demonstration of her product, I was very impressed," says Geri Mataya, owner of the Uptown Spa. "It's a great product! My aestheticians love that it's all-natural and smells incredible. We're using it in our spa and the customers love how soft and smooth it makes their skin."

Simple Sugars all-natural, handmade body, facial and foot scrubs range from \$8.95 for a single jar to \$150 for custom gift baskets. For more information or to purchase Simple Sugars, visit www.simplesugarsscrubs.com.