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FOR IMMEDIATE RELEASE

Simple Sugars launches all-natural body and foot scrubs for vegans.

New formulation with organic vegan sugar adds to Simple Sugars' all-natural line.

January 01, 2010 (Pittsburgh, PA) – Simple Sugars, has been crafting all-natural body, facial and foot scrubs for the past four years and has garnered a loyal following and enthusiastic press coverage all over the world. This month Simple Sugars proudly launches its vegan line of body and foot scrubs. The vegan scrubs, like all of the other Simple Sugars' products, are completely natural, containing no parabens, phthalates, PEGs, sulphates, mineral oil, artificial coloring or artificial preservatives. The primary difference between the original all-natural line and the new vegan line is that the vegan line is made from organic, vegan (unrefined) sugar.

"While many of our customers love our all-natural body scrubs, we realized that there was a need for a vegan friendly formulation of our scrubs so we could also meet the needs of the growing number of vegans that want high quality, chemical-free skin care products" said Lani Lazzari, founder of Simple Sugars Scrubs.

"Because of its smaller crystal size and lower melting point, using refined sugar in our original formulation was a conscious decision because our primary goal was to create a product that was safe for the most sensitive skin sufferers. When we recently began working with Whole Foods, we learned that regular refined sugar isn't vegan friendly since the refining process uses a very small amount of a product sourced from animals."

Simple Sugars' vegan scrubs are made using organic vegan sugar combined with the same high quality all-natural ingredients used in the original formulation. The vegan line will initially be comprised of 5 different body scrub varieties (almond, coconut, chocolate, raspberry and rose) and the happy feet peppermint foot scrub. They are currently available at www.simplesugarsscrub.com for \$17.95 for the body scrub (8 oz.) and \$11.95 for the foot scrub (5 oz.) and at Whole Foods, Pittsburgh.

About Simple Sugars

Simple Sugars has been making it "simple to stay smooth" by manufacturing a full line of all-natural, handmade facial, body and foot scrubs in Pittsburgh, PA, USA since 2006. Simple Sugars began in December of 2005, when current President and founder, Lani Lazzari, decided to make a skin care product that would be safe for her own very sensitive skin, smell great and leave her soft and smooth all without the irritation that she inevitably experienced from commercially available products. After a great deal of research and testing, the then 12 year-old, 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.

Simple Sugars also offers gift packages and custom gift baskets for both private and corporate customers. Simple Sugars products are available online at www.simplesugarsscrub.com and at select retail locations nationwide.

