

## **Simple Sugars Backgrounder**

### **Overview**

Simple Sugars is a full line of all-natural, handmade facial, body, and foot sugar scrubs created in 2005 by, then 11 year old, entrepreneur and sensitive skin sufferer Lani Lazzari ( LAY nee La ZAR ee). Simple Sugars scrubs provide an all-natural, spa-like experience in your own bathroom allowing you to exfoliate and moisturize your face, body or feet in five minutes or less. Because at Simple Sugars we believe that *Pampering yourself naturally should be simple!*

### **Key Facts about Simple Sugars:**

#### **How they were created**

Lani created her products for holiday gifts in 2005 when her mom desired a "simple" holiday and asked her children to hand make the gifts they would give to family and friends. Lani has had sensitive skin (eczema since infancy) and has never been able to use a commercially available skin product without developing an irritation. So, she set out to create an all-natural product that would be fun to use, smell delicious and would not aggravate sensitive skin like hers. The result of her research and formulating is now available for sale to the public.

#### **What's in the product and how do you use it?**

Simple Sugars scrubs contain pure cane sugar and a special blend of natural oils, essential oils and botanicals that are healthy for the skin. They are preserved naturally by the antioxidants and essential oils that they contain.

Simple Sugars scrubs should be used on wet skin, after cleansing, to exfoliate and moisturize the skin of the face, body or feet. Scrub should be applied and massaged into the skin until the sugar melts, then simply rinsed off and toweled dry. The result is super smooth, soft skin.

## **How are Simple Sugars Sold?**

Simple Sugars can be purchased online at [www.simplesugarsscrub.com](http://www.simplesugarsscrub.com) and in select spas and specialty retailers in the Pittsburgh area.

Currently, Simple Sugars offers 15 varieties of body scrub (including special seasonal scents), 4 facial scrubs and a peppermint foot scrub. Body scrubs come in two sizes: 5 oz. and 8 oz. and single jar prices are \$8.95 and \$13.95 respectively. Facial scrubs are sold in 5 oz. jars and sell for \$13.95. The foot scrub comes in a 5 oz. jar and sells for \$8.95.

Simple Sugars also offers gift packages, and seasonal specialty packages that range in price from \$15 to \$75. Custom packaging is available for special events or corporate clients.

## **Press Inquiries**

Simple Sugars is based in Pittsburgh, PA. All press and media inquiries should be directed to our public relations director, Amie Ley, at [info@simplesugarsscrub.com](mailto:info@simplesugarsscrub.com) or by calling 412-779-4555.

## **Recent Media Placements and Appearances**

### **Print**

- **Lucky Magazine, "Beauty Spy", January 2010**  
([http://www.luckymag.com/magazine/2010/01/tbc\\_simple\\_sugars\\_scrub](http://www.luckymag.com/magazine/2010/01/tbc_simple_sugars_scrub))
- **Entrepreneur Magazine, "Girls' Club", July 2008**  
(<http://www.entrepreneur.com/magazine/entrepreneur/2008/july/194522.html>)
- **Pittsburgh Tribune-Review, "Girls to Get Help Shaping Dreams", April 2008**
- **Relate Teen Magazine, Spring 2008**
- **Pittsburgh Magazine, "Little Miss Sunshine", March 2008**
- **Shady Ave. Magazine, March 2008**
- **Shady Ave. Magazine, "Teen makes skincare simple, naturally", Dec. 2007**
- **The Herald, "Holiday Gift Guide", Holiday 2007,**
- **Pittsburgh Post-Gazette "Entrepreneur, 13, grows a business", November 21, 2007**  
(<http://www.post-gazette.com/pg/07325/835524-54.stm>)

## Television

- WTAE TV ( ABC), 6PM News, Feature on evening and weekend news. Dec. 2007 view segment at: <http://www.thepittsburghchannel.com/news/14900133/detail.html>
- Pgh2Day Live, KDKA TV (CBS), Live, magazine-format show. January 2008. View segment at: <http://video.aol.com/video-detail/simple-sugars-skin-care-products/121098956>
- Pgh2Day Live, KDKA TV (CBS), Live, magazine-format show. May 2008. View segment at: <http://video.aol.com/video-detail/teenage-sensation-behind-simple-sugars/2541915200>
- On Q, WQED TV, feature on magazine-format show. December 2008 View segment at: <http://www.wqed.org/ondemand/onq.php?cat=&id=411&search=sweet%20success>
- Pgh2Day Live, KDKA TV (CBS), Live, magazine-format show. March 2009. View segment at: <http://www.truevo.com/Simple-Sugars-Skin-Care-Products/id/2527671301>

## Web

- Glamour Germany Online. View feature at: <http://www.glamour.de/articles/beauty/beauty-trend/beauty-tipp/2009/06/25/16126>
- CosmoGirl.com. View Feature at: <http://www.cosmogirl.com/lifeadvice/born-to-lead/simple-sugar-scrubs>

- Allure.com Beauty Blog. View feature at:  
<http://www.allure.com/beauty/blogs/reporter/2009/06/teen-beauty-mogul.html>
- SELF.com Beauty Blog. View Feature at:  
<http://www.self.com/beauty/blogs/beyondthebeautypages/2009/06/beauty-news-simple-sugars-swee.html>
- Teen Vogue.com Beauty Blog. View feature at:  
<http://www.teenvogue.com/beauty/blogs/beauty/2009/06/simple-sugars-gets-you-glowing.html>
- Forbes.com Online Magazine. View story at:  
<http://www.forbes.com/2009/05/04/family-business-dynamics-forbes-woman-entrepreneurs-relationships-sidebar.html>
- LA Splash e-magazine: Holiday Gift Guide. View feature at:  
[http://www.lasplash.com/publish/cat\\_index\\_Beauty\\_and\\_Body/Holiday\\_Gift\\_Guide\\_-\\_Health\\_Beauty.php](http://www.lasplash.com/publish/cat_index_Beauty_and_Body/Holiday_Gift_Guide_-_Health_Beauty.php)
- Pop City online magazine and newsletter: Pop Star. View Story at:  
<http://www.popcitymedia.com/features/simplesugars.aspx>
- SciGirl Website, featured SciGrl Extraordinaire. View feature at:  
<http://www.scigirls.org/2009/01/scigirl-extraordinaire-lanie-lazzari.html>

## Radio

- "The American Entrepreneur" national radio show. June 2008. Listen to segment at :  
[http://www.mediafly.com/Podcasts/Episodes/62108\\_FULL\\_SEGMENT\\_Lani\\_Lazzari\\_Simple\\_Sugars\\_Scrub](http://www.mediafly.com/Podcasts/Episodes/62108_FULL_SEGMENT_Lani_Lazzari_Simple_Sugars_Scrub)