

Contact: Amie Ley
412.779.4555
info@simplesugarsscrub.com

FOR IMMEDIATE RELEASE

Simple Sugars Announces “Get Smooth for the Cure” and introduces “Pink” Body Scrub in support of Breast Cancer Awareness Month.

Fourteen year old CEO commits to donating 50% of profits from sales of this special product to Susan G. Komen for the Cure.

October 6, 2008, 2008 (Pittsburgh, PA) – Simple Sugars, a Pittsburgh based producer of all-natural facial, body and foot scrubs, led by 14 year-old CEO Lani Lazzari, has introduced a special addition to its fall line in support of Breast Cancer Awareness Month. “Pink” body scrub, now available at www.simplesugarsscrub.com, was developed by Lazzari to commemorate her great grandmother who died from breast cancer last summer. Simple Sugars will donate 50% of the profit from sales of the product.

“My family and I participated in The Race for The Cure last Mother’s Day, in memory of my great grandmother who died from breast cancer last August. I was really impressed by the number of people walking in memory of a loved one and by the number of walkers in survivor t-shirts,” explains Lani. I couldn’t believe how many people were affected by this disease and this was only in the city of Pittsburgh! So, I wanted to do something to help. It would be awesome to see a cure for breast cancer in my lifetime.”

The Pink body scrub contains Simple Sugars special blend of all natural, moisturizing oils, vitamins and special ingredients including pure strawberry extract and acai berry extract. “And it smells delicious!” remarks Lazzari. “Anyone who purchases this scrub can feel really good, because they are doing something wonderful for themselves and for a great cause at the same time!”

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 an all-natural skincare product that everyone could use safely. After a great deal of research and testing, she developed a simple formulation using sugar as the primary exfoliant and a number of all-natural oils that leave the skin soft and smooth.

Since beginning her company at the age of 11, Lani has made it a point to contribute to charitable causes that she believes in. These worthy organizations include: The Cystic Fibrosis Society, The Leukemia and Lymphoma Society and the National Ovarian Cancer Coalition.

Founded in 2005, Simple Sugars is a manufacturer of all-natural, handmade, body, facial and foot scrubs. The company offers a wide range of products and gift packages that make pampering yourself simple! Simple Sugars products are available on the web at www.simplesugarsscrub.com and at select spas in the Pittsburgh area and across the country.

#####

For more information, press only:

Amie Ley, 412-779-4555, info@simplesugarsscrub.com