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LAFE'S NATURAL BODYCARE INTRODUCES NEW LINE OF BABY PRODUCTS

Baby shampoo and bodywash, massage oil, baby lotion, bug spray and mother-to-be deodorant available in stores this week, packaged in "baby-safe plastic" free of harmful estrogenic activity

(AUSTIN, TX – August 21, 2008) – Lafe's Natural Bodycare announces an industry first today, as the company releases its new line of Lafe's Organic Baby products, available in stores this week.

Not only are the products in the line certified organic by the U.S. Department of Agriculture, earning the USDA's prestigious green seal indicating the ingredients are 95 percent certified organic, but they are also packaged in what Lafe's is terming "baby-safe plastic," free of harmful estrogenic activity (EA) chemicals that trigger endocrine disruption.

Lafe's Organic Baby will also be introducing sunscreen, diaper cream, and baby wipes later this year.

Larson said, "I started this company in the mid-1990s in order to fight the effects of harmful chemicals that many body care products -- particularly deodorants -- were having on people. I'm convinced there's a connection between disease and the toxic chemicals found in everyday personal care products."

Citing the alarming rise of infertility in young couples, and concerns around the impact of EA chemicals such as Bisphenol A (BPA) and phthalates on children's

hormonal functions, Founder and CEO Lafe Larson says concerned parents will finally have a worry-free choice for baby care products.

He added, "Now we understand that what's in the packaging is as important as what is in the product. Researchers have shown that chemicals leeching from everyday plastic bottles can have alarming long-term health effects on babies. We're adopting a higher standard in product packaging for our baby products in order to provide parents with a safer option."

ABOUT LAFE'S NATURAL BODYCARE

Founded in 1997 and based in Austin, TX, Lafe's Natural Bodycare (www.lafes.com) provides products that promote good health, sustainable living and an eco-friendly lifestyle. Founder Lafe Larson is committed to creating products made with certified organic ingredients and free of parabens, propylene glycol, chemical fragrances and synthetic preservatives. Lafe's Organic Baby is the first baby product line with packaging that is free of estrogenic activity (EA free), taking the company's mission to a whole new level by addressing packaging. More information on EA free packaging is available at www.eafree.com.