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MEDIA CONTACT:

Phil West, Luminaria Media & Public Relations
512.879.6460, phil.west@luminariamedia.com

LAFE'S NATURAL BODYCARE LAUNCHES REBRANDED, REFORMULATED, "CLEANER AND GREENER" DEODORANT LINE *Company now offers twelve deodorant varieties that are more than 70 percent USDA NOP certified organic*

(AUSTIN, TX – August 18, 2008) – Lafe's Natural Bodycare, which has provided health-conscious consumers an effective and healthy alternative to antiperspirants since 1992, announced it has reformulated and rebranded its line of deodorants. The improvements to the deodorant line make Lafe's an unparalleled choice for those seeking natural and organic personal care products

The product line features 22 varieties of deodorant roll-ons, sprays, sticks, stones, and foot sprays – twelve of which are more than 70 percent USDA NOP (National Organic Program) certified organic.

Other products in the line, including glycerin-based twist sticks (with 97 percent natural ingredients) and deodorant stones made from mineral salts, offer consumers additional, natural personal care options.

"The new formulations of our deodorants, with higher percentages of organic ingredients across the line, improve upon the premium quality products we've been offering our customers for years," said Larson. "The 70 percent threshold is an important one in organic certification; we're the only national brand to have such a large selection of deodorants meeting this standard of quality."

Lafe's deodorants are free of parabens, propylene glycerol, aluminum chlorhydrate, mineral oil, petroleum-based ingredients, artificial fragrances, and synthetic preservatives. The products contain natural antibacterial agents as well as certified organic ingredients like hemp oil, aloe vera, and essential oils.

The new packaging, in a semi-transparent, natural-look plastic, is designed to reinforce the cleaner and greener improvements to Lafe's deodorants. Larson noted that the new packaging "reflects our continued commitment to making high-quality, certified organic personal care products."

Lafe's also offers additional incentive for customers – 1 percent of its profits are donated to breast cancer education and prevention.

Lafe's Natural Bodycare products – including the soon-to-be-released line of baby products and the forthcoming joi organics line of products for women – are available at a number of stores in the U.S. and Canada specializing in organic products, and can also be ordered online at www.lafes.com.

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.