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**BREAKTHROUGH SKINCARE REVITALIZES CELL ENERGY WITH  
INNOVATIVE FORMULA**  
***Vitabath Moisturizing Lotion Adds Creatine to Mix***

**PHOENIX, Ariz. (February 21, 2006)** – Esscentual Brands LLC, parent company of Vitabath® Skincare announced the release of their latest product today, Vitabath Moisturizing Lotion formulated with Creatine.

Vitabath is one of few products on the market offering Creatine. “We are excited to introduce this new formula to the public,” says Mark Grodsky, President of Esscentual Brands. “Vitabath was a breakthrough product when it was introduced in the 1950s, and we continue that legacy by updating the products with innovative formulas.”

For years, weight trainers, athletes, and everyday gym goers have used Creatine to reserve and maximize muscle energy. Breakthroughs in skincare now show that Creatine also revitalizes skin cell energy metabolism and provides protection from premature aging and environmental induced stress.

Formulated with Creatine, Vitabath Moisturizing Lotion is beneficial to skin’s firmness and overall appearance. The light, non-greasy lotion with Shea Butter and Aloe Vera also contains Vitamins A, D, and E.

With the formula update, Esscentual Brands has slightly altered the look of the lotion, adding Shea Butter directly to the formula instead of in the colored beads. In the midst of change, Original Spring Green™, Fresh Citrus Twist™, Plus for Dry Skin™ and Spa Skin Therapy™ fragrances remain the same.

**-More-**

## **Add 2-2-2-2**

All Vitabath products are formulated to contain a blend of vitamins and moisturizing emollients to provide a high degree of skin-conditioning benefits. Each product form is unique and contains the finest skin care ingredients to help hydrate and nourish the skin to its naturally supple state. The new formula will be available in stores in March 2006.

### **About Esscentual Brands**

In March 2003, Esscentual Brands, LLC became the consumer product company of Claire Burke® and Vitabath®, two well-established brands in the home fragrance and personal care industry. Esscentual Brands is located in Scottsdale, Arizona. Vitabath® and Claire Burke® products are available in premium retailers such as department stores and select gift stores nationwide. For more information, visit [www.myvitabath.com](http://www.myvitabath.com)

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