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VITABATH SKINCARE CELEBRATES ITS LONGEVITY BY UPDATING ITS LONG-STANDING LINE OF PRODUCTS

PHOENIX, Ariz. (April 24, 2006) – Esscentual Brands LLC, parent company of Vitabath Skincare® announced today its plans to enhance many of the products in their skincare line.

First debuted in 1957, European skin care specialists set out to create an alternative to traditional bar soaps that were harsh and drying to the skin. The Gelée is enriched with botanical extracts and fortified with vitamins A, D and E. “Although many have tried, this unique formula has never been duplicated,” said Mark Grodsky, President of Esscentual Brands.

Vitabath is changing with the times and making updates to its ever-popular line.

Vitabath launched the product line improvements with their **Moisturizing Lotion with Creatine**, which became available in March. The lotion is one of few currently on the market offering Creatine, which has been used for years as a fitness supplement to help aid muscle repair after a workout. 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.

“We were excited to introduce this new formula to the public,” said Grodsky. “Vitabath was a breakthrough product when it was introduced in the 1950s, and we are keeping up with trends by updating the products with innovative formulas.”

Now in a more convenient dispenser, the **Exfoliating Sugar Scrub** allows for less mess in the shower and helps keep water out. The formula leaves skin feeling silky smooth. The natural sugar-based formula gently polishes away dull, dry skin, while the added moisturizing benefits of Vitamin A and E help promote glowing, radiant skin.

The **Moisturizing Gelée Bar Soap**, now available in an oval shape, remains a luxurious cleansing experience in a high-performance bar. Enriched with Vitamins A, D, and E, the cleanser moisturizes and refreshes skin.

The **Travel Set** gets an updated look and is repackaged to contain the updated Sugar Scrub, Bar Soap, and Moisturizing Lotion as well as the original formula of Gelée and a generously sized pouf, making it the perfect travel set. Perfect for gift giving, the **Everyday Set** is also updated with the Moisturizing Lotion with Creatine accompanied by Gelée and a coordinating shower pouf.

“Vitabath is just as popular today as it was when it was first introduced in the 1950s,” said Grodsky. “These luxurious, yet practical everyday products make great gifts for anyone, any time of year,” said Grodsky.

Vitabath’s clean and classic fragrances – Original Spring Green, Plus for Dry Skin, Spa Skin Therapy and Fresh Citrus Twist – remain ever popular and unchanged.

All new product forms will be available online and in major retail outlets Summer 2006. View more products and gift ideas at www.myvitabath.com

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