

Love Me
Baby Me



FOR IMMEDIATE RELEASE

'Love Me Baby Me' Goes Organic!
***Personal Care Product Line for Babies will Debut its
Organic Line at Natural Expo West***

Los Angeles (March 12, 2008) - **Love Me Baby Me** today announced the company is going organic! To showcase the company's line of organic/natural baby products, **Love Me Baby Me** will be exhibiting its gentle, luxurious baby and personal care products at [Natural Expo West](#), North America's largest organic/natural trade show, March 14-16, 2008.



According to **Love Me Baby Me** creator Rosemary Anthony, "After debuting the **Love Me Baby Me** product line a year ago at Natural Expo West, our company has received an incredible response and has experienced exponential growth. By bringing our line organic, we now universally appeal to consumers in both the natural/organic and mainstream arenas," Anthony said.

Going green was a logical, cutting-edge strategy for **Love Me Baby Me** due to the surge in popularity of eco-friendly products demanded by conscious consumers. Anthony said, "Although creating an organic **Love Me Baby Me** line is more costly, the safety and quality of our product comes first; our customers will definitely be able to vouch there is absolutely no difference in the level of quality and luxury in our organic line."

Love Me Baby Me aims to provide parents a pure, safe and gentle skin care line for their children. The company uses a 100% natural preservative that is derived from a proprietary blend of pure flower extracts imported from Europe, making its approach to skin care simply unique. According to Anthony, "Our entire line of baby personal care items, enclosed in our award-winning packaging, is made from the finest organic and natural ingredients. **Love Me Baby Me** products are vegan-friendly, paraben, gluten and phthalate-free and void of other harmful preservatives like propylene glycol, artificial colors, synthetic fragrances and petroleum-based ingredients - making it the perfect skin care line for the most sensitive skin."

In the year since **Love Me Baby's Me's** launch, the gentle skin care line for babies has become not only a buzz product for A-list celebrity moms but also a household name. To date, **Love Me Baby Me** has been featured prominently in radio, print and television. Most recently the line was highlighted on *Living Well: Parenting 101*, a special on the *Montel Williams Show*.

The **Love Me Baby Me** organic/natural product line will be showcased at the Natural Expo West trade show March 14-16 at the Anaheim Convention Center, 800 W. Katella Ave., Anaheim, CA 92802 from 10 a.m. - 6 p.m. (Friday/Saturday) and 10 a.m. - 4 p.m. (Sunday).

About Love Me Baby Me

Rosemary Anthony, creator of the **Love Me Baby Me** product line, developed the organic and natural baby care products after learning her newborn daughter suffered from sensitive skin issues, which made it impossible for her to use conventional skin care lines. After leaving the corporate world, Anthony then began a five-year quest to create a gentle line of products that would pamper her daughter's delicate skin. Soon thereafter, Anthony realized there was a definite need in the marketplace for her unique concept. Anthony discovered an all-natural preservative derived from exotic flowers, resulting in a organic/natural product that rivaled others using synthetic preservatives found in mainstream products and the traditional natural preservatives in the organic market. Thus, the **Love Me Baby Me** product line was born, putting it in a class by itself!