



FOR IMMEDIATE RELEASE

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Mr. Bubble® Introduces Two New Body Washes

Original Bubble Body Wash and Extra Gentle Body Wash
Make Bath and Shower Time More Fun



CHASKA, Minn. (March 2011) – From the creators of Mr. Bubble Bubble Bath comes a new way for kids to have fun while getting clean. Mr. Bubble Original Bubble Body Wash and Extra Gentle Body Wash offer kids a great way to enjoy the classic Mr. Bubble clean in either the bath or shower. These extra-sudsy formulas create big bubbles that kids love, while still providing a mom-approved clean.

The new body washes are made with Aloe and Shea Butter to moisturize and tear-free formulas to make them safe for all ages. Both body washes are hypo-allergenic, dermatologist-tested and pediatrician-tested for a gentle clean. The Extra Gentle Body Wash is dye-free and fragrance-free for extra sensitive skin. Both formulas feature newly redesigned packaging, showcasing the new Mr. Bubble character.

Celebrating the 50th birthday of the Mr. Bubble Brand, the body washes join a line of other child-friendly, personal-care products. With Bubble Bath, Moisturizing Hand Soap, and Foam Soap all available in Original Bubble or Extra Gentle formulas, Mr. Bubble has been Making Getting Clean Almost as Much Fun as Getting Dirty!® since 1961.

The Original Bubble Body Wash and Extra Gentle Body Wash are proudly made in the United States. Both formulas, set to hit stores this spring, are available in 16 oz. bottles and have an SRP of \$2.99.



To find a retailer carrying the new Body Washes, visit www.MrBubble.com and click on the “Where to Buy” bubble.

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About Mr. Bubble®

For 50 years Mr. Bubble® has been an iconic brand and continues to be the best-selling bubble bath in the United States.* After being purchased by The Village Company, LLC in 2008, Mr. Bubble was reformulated to create even more bubbles with a gentler clean. In 2011, the brand celebrates its 50th birthday with special edition packaging and a new look for Mr. Bubble. Learn more at www.MrBubble.com.

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*Source: Nielsen Total U.S. FDM 52 weeks ending 12/25/2010.

