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Off to Camp! New DVD/CD Series Helps Parents and Children Prepare for the Best

Clinical Psychologist and Camp Expert Dr. Christopher Thurber hosts, "The Secret Ingredients of Summer Camp Success," Co-sponsored by büjji™ Skin Care

CHICAGO – JANUARY 30, 2006 Attention parents of summer campers! Renowned psychologist Dr. Christopher Thurber has turned 25 years' of expert summer camp experience and advice into *The Secret Ingredients of Summer Camp Success* — an engaging, insightful DVD/CD series that helps parents and kids prepare for a great summer camp experience. büjji™ skin care—the brand that outsmarts the outdoor elements—is a co-sponsor of the series.

Dr. Thurber delivers proven strategies for bolstering children's confidence and attitudes toward camp and resolving common issues such as homesickness and parental anxiety. The DVD is intended for the entire family while the CD offers reassuring audio guidance to parents or guardians after they've dropped their children off at camp.

"Summer camp is like any other life experience," states Dr. Thurber who also authored the successful *Summer Camp Handbook*. "The better you prepare for it, the more you get out of it. This new DVD/CD series will make it easy for more families to proactively plan for a positive, rewarding adventure."

"We are happy to support such a worthwhile endeavor," said Cadey O'Leary Hershoff, president of Cade Laboratories — makers of büjji. "We share Chris' passion for camping and the great outdoors as well as his fervent belief that good preparation leads to a good experience. Whether you're a summer camper or a weekend hiker."

Cade Laboratories is working with Dr. Thurber to raise awareness of its büjji brand of poison ivy/oak products. The line includes büjji Block™ and büjji™ Wash. büjji Block is a pre-contact lotion that forms a protective layer on the skin that inhibits the absorption of

urushiol — the toxic oil found in these plants that causes allergic skin reactions. büji Block also features an SPF 20 UVA/UVB sunscreen. büji Wash is a gentle, exfoliating cleanser that works anytime after symptoms appear or after exposure to poison ivy by washing away urushiol. Through the basic act of surrounding and removing the oil from the skin, büji Wash quickly relieves itching and irritation.

The Secret Ingredients of Summer Camp Success is produced by the American Camp Association. The DVD/CD series will debut at the American Camp Association's national meeting in Chicago this Feb. 7-10 and is aimed largely at new camper families. Copies may be purchased at the show or on www.ACAcamps.org/bookstore. Camp directors may purchase bulk orders of 50 copies for \$175, plus shipping and handling. Families may purchase single copies for \$4.95.

About Dr. Thurber: Dr. Thurber is a clinical psychologist, camp consultant and faculty member at Phillips Exeter Academy in New Hampshire. When not teaching or authoring books and DVD/CDs, he regularly travels around the country as a speaker and educator; sharing his vast knowledge and experience with families and camp directors alike. Dr. Thurber can be contacted at chris@campspirit.com.

About büji and Cade Laboratories: büji™ outsmarts the outdoor elements with products that relieve, protect and condition the skin - thereby enhancing people's enjoyment of the outdoors. büji's premier products target the source of poison ivy/oak reactions and provide UVA/UVB sun protection. They are fragrance-free, dye-free, hypoallergenic and dermatologist-and pediatrician-tested. büji is formulated and marketed by Cade Laboratories. Founded in 2004, the company uses smart, sophisticated science to create innovative skin care products that meet the needs of today's active consumer. Cade headquarters are located in Chicago, Illinois. For more information, visit www.bujiproducts.com or call 888-606-2854.