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## New independent lab tests conclude būji Block™ Is an effective barrier against poison ivy

An independent New York laboratory recently conducted a test that demonstrates būji Block helps prevent poison ivy by creating a prophylactic barrier on the skin.

Twelve men and women known to have experienced poison ivy outbreaks within the past year were selected to participate. Study technicians outlined two test sites, one on the left forearm and one on the right forearm, of each participant. būji Block was applied to the test site on the right forearm while the test site on the left remained untreated. Technicians then crushed viable poison ivy leaves to release urushiol—the toxic oil that causes the fiery rash associated with poison oak and poison ivy—and then applied the leaves to both test sites.

Within 24 to 48 hours, four of the 12 panelists began to experience itching and blistering on the untreated test sites on their left forearms. The remaining eight panelists developed milder reactions on their untreated, left forearms.

Not a single participant developed poison ivy symptoms on the būji Block-treated test sites on their right forearms. The laboratory therefore concluded that būji Block is indeed effective in helping prevent the characteristic reactions associated with poison ivy.

### Exhibit 1

Treated right forearm



Untreated left forearm



*Exhibit 1: Photos taken 24-48 hours after exposure to poison ivy show rash developing on untreated test sites on participants' left forearms and no evidence of poison ivy rash on their right forearms treated with būji Block, 24-48 hours after exposure.*

Free of parabens, fragrances and dyes, būji Block is the only lotion that offers dual protection against poison ivy and the sun with an SPF 24 sunscreen rating. It is also pediatrician and dermatologist tested.