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iParenting Names büji Block Winner in the Safety Category

***New Poison Ivy/Oak Protective Lotion with SPF 20 Sunscreen Recognized as One of
iParenting Media Awards Outstanding Products of 2006***

CHICAGO – August 7, 2006 - iParenting Media has announced that büji Block™, a new protective lotion that guards against poison ivy/oak and offers SPF 20 sunscreen defense, has been selected in the safety category as one of its outstanding products of 2006. The iParenting Media Awards Program provides a credible and objective method of determining the best items in the marketplace among several different categories, from high-tech toys to safety products, and then distinguishes them with this most prestigious consumer award.

“It is an honor for büji Block to be recognized as one of iParenting Media’s Outstanding Products of 2006,” says Cadey O’Leary Hershoff, president of CADE Laboratories, makers of büji®. “Considering iParenting Media’s reputation for highest standards, it is especially rewarding to receive this stamp of approval for exceeding them. That’s exactly why we developed our büji line in the first place; so families and other active outdoor enthusiasts can be assured of quality skin care protection when venturing outdoors.”

To be considered for an award, CADE Laboratories submitted four samples of büji Block, which were then precisely matched within iParenting Media's database of hundreds of experienced reviewers using its state-of-the-art technology. An expert, a group setting with multiple users, and a family reviewed the product and submitted a thorough evaluation. Results were compiled and submitted to the iParenting Media Executive Committee for final approval. The end result of this comprehensive process is a list of award-winning products families can feel confident in purchasing for their loved ones.

büji Block is a new, pre-contact poison ivy/oak lotion that is specially designed to protect against allergic reactions. When applied, büji Block forms a protective layer on the skin that helps inhibit absorption of urushiol, the plant oils that cause the itching rash. The product also features an SPF 20 UVA/UVB sunscreen for dual protection. büji™ Wash is also available as a post-contact cleanser that washes away urushiol anytime after exposure or symptoms appear for fast, effective relief of itching and irritation.

Both of the büji poison ivy/oak products are available nationally at Rite Aid stores. During the month of August, consumers can save up to \$4 off the \$14.99 retail price for each product through an in-store promotion and manufacturer's coupon, available for download at www.bujiproducts.com.

About iParenting Media— iParenting Media operates one of the Internet's most popular communities for parents and parents-to-be at www.iParenting.com. The iParenting Media Awards is the only consumer awards [program certified by ISO 9001:2000](#), the internationally recognized standard of quality assurance. Their reviewers are a diverse set of parents, experts, licensed childcare centers and schools nationwide. Consumers can learn more about iParenting Media Award-winning products, and find out where to purchase them via their retailer network online directory, by visiting www.iParentingMediaAwards.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.