

IMMEDIATE RELEASE: Contact FOR Lisa Lazarczyk at lazpr@sbcglobal.net
Tel: 781-646-0205 or cell at 617-838-7327

New büji Block™ and büji™ Wash Outsmart Poison Ivy and Oak by Targeting Source of Allergic Reactions

*Innovative outdoor skin care line gives consumers power over
one of summer's nastiest problems*

CHICAGO – JANUARY 30, 2006 - There is welcome news for the millions of Americans destined to encounter poison ivy, oak and sumac this summer. Cade Laboratories, makers of büji™ skin care —the brand that outsmarts outdoor elements—has recently launched two new products that halt poison ivy/oak reactions right at the source: büji Block™ and büji™ Wash.

Most people are taught to recognize and avoid poison ivy plants and to wear long-sleeve shirts and pants when around them. Simple advice, yet not always practical when it's 90 degrees and the plants grow nearly everywhere but arid regions. For this reason, büji Block was developed as a pre-contact, protective lotion that helps guard against allergic reactions. When applied, it forms a protective layer on the skin that inhibits absorption of urushiol, the toxic oil found in these plants that often causes allergic skin reactions. büji Block offers dual protection because it also contains an SPF 20 UVA/UVB sunscreen.

büji Wash is a gentle, exfoliating cleanser that works anytime after symptoms appear or after exposure by washing away urushiol. Through the basic act of surrounding and removing the oil from the skin, büji Wash quickly relieves itching and irritation.

With both products in the medicine cabinet, outdoor enthusiasts are fully prepared for any close encounters with poison ivy, poison oak or poison sumac.

The company is working with board-certified clinical psychologist and renowned camp expert Christopher Thurber, Ph.D., to raise awareness of büji products among campers, families and outdoor enthusiasts for whom poison ivy/oak is a recurring problem.

“As a camping professional and father of two small children, I’m a big believer in the magic of outdoor exploration. büji products give kids and their parents the freedom to enjoy the outdoors without the constant concern of watching where they step,” states Dr. Thurber. “With its two-in-one protection, büji Block is an easy way to guard against poison ivy reactions and the sun’s rays at the same time.”

Cade Laboratories President Cadey O’Leary explains, “The buji mission is simple. We use smart, sophisticated science to create products that relieve, protect and condition the skin and enhance people’s enjoyment of the outdoors.”

büji products are fragrance-free, hypoallergenic and dermatologist-and pediatrician-tested. They are available in the First Aid section of Rite Aid (beginning in April). Additional retail and usage information is available at www.bujiproducts.com.

About Poison Ivy/Oak. Poison ivy, oak and sumac are the leading cause of allergic skin reactions in the United States with an estimated 55 million occurrences every year, according to the American Academy of Dermatology. Poison ivy reactions account for 1% or 1.5 million emergency room visits annually.

About Dr. Thurber: Dr. Thurber is a clinical psychologist, camp consultant and faculty member at Phillips Exeter Academy in New Hampshire. His new DVD/CD series, titled The Secret Ingredients of Summer Camp Success, outlines important preparatory steps to maximize summer camp enjoyment. The series, which he wrote and hosts, is produced by the American Camp Association and co-sponsored by büji.

About büji and Cade Laboratories: buji™ outsmarts the outdoor elements with products that relieve, protect and condition the skin - thereby enhancing people’s enjoyment of the outdoors. buji 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.

###