

RITE AID PHARMACIES TO PROMOTE INNOVATIVE PRODUCTS FOR POISON IVY PREVENTION AND TREATMENT

büji™ Products Offered for Free with Rite Aid Single Checks Rebate Promotion During the Week of June 18-24, 2006

CHICAGO – Summertime is here, and with warmer weather active people everywhere will spend greater amounts of time outdoors. Unfortunately, more time spent outside often means increased chance of exposure to poison ivy and poison oak. This year, outdoor enthusiasts can protect themselves with innovative new products from büji, offered for free for a limited time by a special promotion through Rite Aid pharmacies.

büji Block is a pre-contact lotion that helps protect against poison ivy by forming a protective layer on skin that inhibits absorption of urushiol—the oil that causes itchy rashes. For complete outdoor skin protection, büji Block also features an SPF 20 UVA/UVB sunscreen. büji Wash is a post-contact exfoliating cleanser that removes urushiol anytime after exposure, even after symptoms appear. büji Wash is recommended for use upon heading indoors as an added safeguard to remove büji Block or any urushiol remaining on the skin surface.

For one week, those purchasing büji Block™ and/or büji™ Wash from any participating Rite Aid pharmacy can redeem their full purchase price through the retailer's Single Checks Freebate program (see store for details).

“This special offer is a great incentive for anyone who loves the outdoors to enjoy it more fully by protecting themselves against the common nuisance of poison ivy reactions,” said Cadey O’Leary, president of CADE Laboratories, makers of büji.

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.bujjproducts.com or call 888-606-2854.

Contact:

Lisa Lazarczyk, LAZ PR Tel: 781-646-0205 or 617-838-7327 lazpr@sbcglobal.net