

FOR IMMEDIATE RELEASE

Steve Lundin or Jessica Secord
slundin@bigfrontier.com news1@bigfrontier.com
BIGfrontier for büji
(312) 238-9308

Father's Day is a Big Day for Golf and a Bigger Day for Poison Ivy

*Leading allergic reaction will leave millions scratching, according to
büji® National Golf Survey*

CHICAGO, June 5, 2007: Fathers and those who love and care for them, take notice: if you are one of the millions heading out on the course this Father's Day, be aware of the mean green. A national survey completed in April 2007 by büji, maker of active lifestyle skin care products, found that 22% of core golfers have been afflicted with poison ivy, oak or sumac on their arms, legs or groin while golfing.

According to the survey, over 12% of golfers have added strokes to their game and 11% have had to forfeit a day of golf as a result of the relentless itch and irritation of poison ivy.

Jack Morehouse knows this problem all too well. As author of the popular golf improvement guide book, *How To Break 80*, he has encountered poison ivy many times, both personally and through his countless interactions with other golfers. "Over the course of years, I have developed a painstakingly detailed and proven account for improving one's game, but there is simply no advice for overcoming the ills of poison ivy other than to avoid it. Trust me, I have learned this lesson the hard way."

"We were surprised to learn of the significance of poison ivy's impact on golfers, which is why we are working with golf companies and organizations in helping educate golfers about our products' ability to help protect them from this nasty rash," said Cadey O'Leary, president of büji, LLC. "Using büji won't necessarily help your swing, but it will allow you to stay on the course and keep playing, and isn't that what all golfers want?"

The büji survey was conducted on-line specifically with golfers, ages 25-55, with 62% of core-golfer respondents hitting the course at least 20 times per year.

###

About büji: büji, LLC, wants people to get out and discover. Its products are designed to protect and condition the skin of active bodies, and the company supports initiatives that foster discovery

and exploration. 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 and are sold nationally at Rite Aid or through www.bujiproducts.com. For more information, visit our web site or call 888-606-2854.