



ANTI-BODY ANNOUNCES FIRST COLLECTABLE FAIR TRADE LIP BALM SET

PASADENA, September 23rd, 2008: Anti-Body, LLC, a manufacturer of fair trade personal care products based in Sierra Madre, announces a new line of collectable lip balm gift sets. The first in the line features characters from the classic ballet, *Nutcracker*. Playfully titled, “Nutcracker Sweet,” flavors include Strawberry (Clara), Chocolate Hazelnut (Nutcracker), and Plum (Sugar Plum Fairy).

Graphic designer and Marketing Strategist for Anti-Body, Karen Snyder notes, “As a parent, I wanted to design a product that brings out the fun of childhood, yet offers young girls a truly all-natural, paraben-free product. Inspired play can still occur once the product is used up as the lip balm containers act as small toys.”

“We are thrilled with Karen’s designs as they bring Anti-Body another way to design sustainable products,” said Shelby Moser, co-founder of Anti-Body and Operations Director, “Anti-Body is delighted to reach tween girls and the young at heart. With many main-stream body-care companies only offering products filled with chemical harm, we believe that our fair trade collectable lip balms allows parents a way to bridge girl-fun with a quality.”

About Anti-Body, LLC

Anti-Body was created in 2005 after founders Tamara Johnston-McMahon, and Steven and Shelby Moser felt the need to lead a more purpose-filled life. Through the outreach of Anti-Body, the company founders and fans of Anti-Body products have acquired new meaning in life.



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