



PRESS RELEASE

FOR IMMEDIATE USE

Boob Lube™ Introduced as the World's First-Ever Breast Check Soap

- Ideal for Monthly Self-Check, Boob Lube™ is Available in Liquid or Bar -

LOS ANGELES Thursday, July 17, 2008 – ta-tas® Brand Clothing is pleased to announce Boob Lube™, the world's original breast check soap. Boob Lube, available in liquid or bar form, can be purchased at www.savethetatas.com.

Designed by Julia Fikse, designer and founder of ta-tas Brand Clothing, Boob Lube is a soothing herbal soap that leaves the skin silky smooth. Boob Lube is an easy, non-threatening way for women to get to know their bodies, Fikse added. The product, which sells for \$14.99 for three bars or one liquid bottle, has instructions written directly on the label, including a monthly checklist.

“Early detection is so important in the fight against breast cancer, so I designed Boob Lube as a natural, fun way to perform a self-check each month,” Fikse said. “It’s important that women of all ages know their bodies and that we talk about breast checks. The more you know your body, the more you’ll know if something new shows up so you can get it checked out.”

Ideal as gifts for mothers or daughters, Boob Lube is a fragrant soap formulated with lavender and rosewood. The product was created after Fikse received a letter from a woman who was buying ta-tas t-shirts because her 15-year-old daughter recently had a cancerous lump removed. That along with Fikse’s own experiences with breast cancer through friends and family members led to the design of Boob Lube.

“If there’s any possible way for us to bring joy and healing to the world while selling products that raise money for such a crucial cause, that’s a glimmer of hope for everyone,” Fikse said. “Being able to provide self-esteem for women who wear our shirts or support for the men and children who do the same, is the core reason why we developed ta-tas in the first place.”

A supporter of The Breast Cancer Research Foundation and the Revlon Run/Walk for Women and other events dedicated to raising money and awareness for breast cancer research, ta-tas Brand Clothing donates five percent of each sale directly to breast cancer research.

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Boob Lube Introduced As World's First Breast Check Soap – Cont.

About ta-tas Brand Clothing

ta-tas Brand Clothing has a full line of apparel and accessories designed to “put the fun in the fight” against breast cancer. The truly original line of t-shirts, hats, magnets, stickers and other apparel encourages women to enjoy the sassy, fun nature of the company’s sayings that are promoted on those products. These include slogans such as “Save the Ta-Tas,” “Imagine a World Without Cancer” and “Caught You Looking at My Ta-Tas.”

For more information about ta-tas Brand Clothing or to purchase a product, visit www.savethetatas.com.

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