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Muddy H₂O Etcetera®

Press Release

Jail Guards break into the beauty industry.....!

A pinky promise, a dream and an amazing partnership between two jail deputies turns into a successful NW skin care company. In 2003, Muddy H₂O began producing high quality, natural face masks.

Vancouver, Washington, December 7, 2007: Today, retail stores in several states sell Muddy H₂O products and the business is thriving. Lessons learned throughout the first years of laying ground work and nurturing roots tested the founders, Gabriela Ylonen and Heidi Nelson. Tenacity and determination has been their fuel while learning the ropes of owning a small business and working full time in corrections.

March, 2008 brings new challenges and opportunities for Muddy H₂O with the Natural Products Expo West in Anaheim, California. This is a farmer's market on steroids! 1,700 exhibitors and 32,000 buyers all under one roof and all looking for the latest trends in natural products.

Muddy H₂O's **Pit Powder**, a natural deodorant, will be unveiled at this show. **Pit Powder** reduces odor without the introduction of harmful toxins which are found in many conventional deodorants and antiperspirants. Sweating is an integral part of a healthy body. With **Pit Powder** you can now sweat without the stink!

Muddy H₂O's unique products and approach to skin care will set them apart from other companies. "We believe quality time spent caring for yourself is as important as the products you choose," says Gabriela. Muddy H₂O masks are handcrafted from all natural ingredients and can be customized by mixing the dry mask with honey, milk, cream or countless other household ingredients. "Your mask is limited only by your imagination," explains Gabriela.

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