

Madison And Mulholland Ultimate Television Nominee Gift Bags Features PhysiClean

For Immediate Release

WARWICK, N.Y./EWorldWire/Sep. 23, 2005 --- Madison & Mulholland, the premier goodie bag company, selected PhysiClean as one of its exclusive items to be delivered to 25 A-list celebrities in honor of the recent television awards. Recipients include Eva Longoria, Teri Hatcher, Ashton Kutcher and Jermeý Piven.

PhysiClean recently launched an innovative new line of total hair and skin care products. The concept behind the new product line was developed by focusing on individuals with active lifestyles.

PhysiClean fills a hole in the market of hair and skin care by offering spa-quality products that are powerful enough to deep clean, but gentle enough for repeated use throughout the day. The \$25K gift bag is filled with new and exciting products.

"PhysiClean fits right into this amazing bag. This product is geared towards the lifestyles of active people and that's exactly who is getting the bag," said Jane Ubell-Meyer, president of Madison & Mulholland.

Truly active individuals who shower multiple times a day will appreciate these products, which are uniquely designed to avoid the damage, buildup and dryness that often result from an active lifestyle and frequent showers.

The new line includes a cleanser, body scrub, astringent pads, a specially formulated combination shampoo/body wash, anti-wrinkle gel, and hair conditioner.

"To be included in this highly-touted gift bag and to participate in helping raise awareness and money for Habitat for Humanity is an amazing opportunity for our products. We are excited to hear the celebrities' reactions," said Paul Caskey.

PhysiClean is the hair and skin cleansing solution for individuals with active lifestyles.

For more information or to order, visit www.physiclean.com or call toll free 888.PhysCln (749-7256).

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