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Talk Sex with
Sue Johansen
Hot Stuff!!**

The maker's of Boy Butter Lubricants proudly present: You'll Never Know It Isn't Boy Butter, the world's first water based cream form personal lubricant. The first cream lubricant on the market totally water based and latex condom safe!! This formula actually improves safe sex!!

You'll Never Know It Isn't Boy Butter A Revolution in Personal Lubricants

You'll Never Know It Isn't Boy Butter is a totally water-based cream lubricant which is latex safe and gentle to use internally for both men and women.



Boy Butter Lubricants

Boy Butter Lubricant is a coconut oil based cream lubricant which will last as long as you want and washes off with just water.

First Of Its Kind Gay-themed TV Ad From BBL, Boy Butter, To Air In New York And L.A. But Not In San Francisco

Boy Butter ad is deemed "too controversial" by cable operator, Comcast.

For Immediate Release

NEW YORK, N.Y./EWorldWire/April 3, 2007 --- The makers of "Boy Butter," the hot-selling Personal Lubricants, were a little nervous about launching their first TV ad campaign, so they chose markets with a high gay - and presumably Gay-friendly - population. They got the okay from every city - except San Francisco.

"The agents from Comcast in San Francisco declined to air our 'You Won't Believe It's Not Boy Butter' spot because it was deemed too controversial," says Boy Butter creator Eyal Feldman.

The 30-second ad spoofs an iconic campaign from the early 90's, featuring only the hands of two men and a voice-over of playful banter tinged with mild sexual innuendo. One hand applies the Boy Butter as both men exchange a knowing giggle.

The commercial will air soon on mainstream cable networks like Bravo, Oxygen, E and Logo in New York and Los Angeles.

"This will be the first gay personal lubricant commercial on TV," says Feldman.

The rejection in the world capitol of Gay culture shocked the team at Gay-owned and operated Boy Butter. "Another Gay milestone is happening, and it is such a shame that San Francisco of all places will miss out on the fun. It smacks of anti-Gay bias and makes me feel like fighting for truth, justice, and personal lubrication," stated Feldman.

See the commercial at '<http://www.youtube.com/watch?v=qqXl-jKQE6o>'

Additional information and images of Boy Butter lubricants can be viewed on the company Web site, www.boybutter.com.

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