



Purchase Boy Butter Products at Shoplube.com



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.

Boy Butter Uses YouTube in New Marketing Venture: Paperless Brochures

BBL LLC, The maker of Boy Butter and Lucky Personal Lubricants utilizes the popularity of YouTube.com to make a paperless brochure. Mini-Seminars actually train sales people and educates the consumer.

For Immediate Release

CALABASAS, Calif./EWORLDWIRE/Aug. 10, 2007 --- BBL LLC, maker of the popular Boy Butter lubricant line, has begun posting video seminars at YouTube.com to promote awareness and sales.

“Over the past year, I must have traveled tens of thousands of miles all over the U.S. visiting my distributors and chain stores at their headquarters, giving educational seminars to sales staff and store managers at their general meetings,” Boy Butter creator and BBL President Eyal Feldman told AVN Novelty Business. “I wanted to be able to reach many more people without the high cost of travel and missing work days.”

Feldman said the seminars have helped boost sales by giving marketing pointers to distributors, managers and sales associates; the techniques focus on how to sell Boy Butter to brick-and-mortar stores, online retailers and end users. Each video seminar on YouTube is about one minute long, and BBL’s clients can view them, post them on their Web sites or forward them to customers.

“It’s a new, fun twist on a company training video,” Feldman said. “YouTube has made it easier to view video the Web in general, and it allows me to stand out and improve my customer service and help spread the butter. Plus, it is a totally paperless brochure, so Al Gore is smiling down on us all for viewing it.”

See the seminars at http://www.youtube.com/profile_videos?user=FirestarPR

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

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