

TBP4Kids Wins Prestigious 2008 iParenting Media Awards

Healthy Product Line Makes it Fun for Kids to Stay Clean

For Immediate Release

UNIONVILLE, N.Y./EWorldWire/Aug. 19, 2008 --- Equibal Labs, maker of the TBP4Kids line of children's products, was recently honored with a prestigious iParenting Media Award. "Thousands of new products are introduced each year, and the iParenting Media Awards have become a resource that identifies the best of the best products for families, providing parents with a trusted source of information and insight," said Alvin All, director and general manager of iParenting Media.

The entire TBP4Kids product line received the award. Those products include:

. Batty Bubbles, a combination body wash and shampoo that create such enormous bubbles that a child actually looks forward to taking a bath.

. Washinmyhands, a colorful, long-lasting, flexible, hand-shaped, glycerin soap that is fun to use because it bends and moves as kids clean, encouraging them to do it more often.

. SPF 20 Colored Sunscreens that come in 6 vibrant colors that children love to apply which then protects them from the sun. The clinically tested sunscreens are also water resistant, non-staining and wash off with Batty Bubbles and water.

"All of our products were created by kids for kids," said Normajeon Fusco, president of Equibal Labs. "I knew if we could develop safe, healthy, natural products that kids actually enjoyed using, they would have fun learning healthy habits. That's exactly what we accomplished with the TBP4Kids line and is why so many parents love the products."

Hundreds of products were submitted for judging in 20 categories. All products submitted for the iParenting Media Awards Outstanding Products of 2008 underwent a thorough evaluation process that uses internationally recognized standards of quality assurance.

To be considered for an iParenting Media Award, companies submitted four identical samples of each product that were precisely matched, using iParenting's state-of-the-art technology, to experienced reviewers within iParenting's database. Products were thoroughly reviewed and evaluated by a variety of sources including experts and families. Results were compiled and submitted to the iParenting Media Executive Committee for final approval.

"Receiving this award is particularly satisfying because iParenting is such a trusted source of information to so many parents," concluded Normajeon Fusco. "It makes the time I've invested in making products that are perfect for children, all worthwhile."

About Equibal Labs

Equibal Labs Inc. is the manufacturer of a full line of specialty skin care products for men, women and children of all ages sold under "The Body Perfect" name. All of The Body Perfect products are safe, effective and are formulated in the USA in Equibal's own laboratories. All products have also been tested at The Body Perfect Salon in Las Vegas, Equibal's world testing and training headquarters.

Equibal is also the manufacturer of patented Finipil antibacterial and Nufree Nudesse, the gold standard in hair removal. It is the only non-wax hair removal process in the world and can be found in thousands of better spas and salons around the globe.

For more information about The Body Perfect visit <http://www.thebodyperfect.com>.

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