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For Immediate Release:

To Wash or Not to Wash?

When you are finished with your exfoliating body scrub treatment and your skin is polished, smooth, and hydrated, do you wash off the oil that remains or do you simply pat skin to dry?

This dilemma is no longer an issue with the new, foaming body scrub formulation now available from Coughlan Products Corp. Whipped to a unique, creamy consistency, this elegant formulation can incorporate sugar or salt, in various crystal sizes, as well as fruit seeds and other exfoliants. Blooming into creamy foam filled with exfoliating crystals, this scrub polishes, cleanses and moisturizes skin. When you are finished exfoliating, you have clean, renewed, touchably-smooth, skin that glows.

“Exfoliating body scrubs have proven to be one of the fastest growing categories in personal care over the past five years,” says Pat Campbell, Executive Vice President at Coughlan. Starting with a traditional “free oil” scrub of salts or sugars, these popular skin-sloughing products utilize blends of traditional and exotic oils with varying degrees of exfoliants to achieve the desired benefit: smooth, renewed skin!

More recent innovations in formulations have allowed these two-phase systems to be produced in a thick and creamy version that has the same consistency from the top of the jar to the last use. “The fact that these thick and creamy scrubs do not separate, has allowed us to package these oil-based products in squeezable tubes for more convenient use in the shower,” says Campbell.

A leading custom formulator and manufacturer of traditional and thick-and-creamy scrubs, Coughlan's latest innovation satisfies the desire in the market for a cleansing, exfoliating body scrub. "We still fill most scrubs into jars with leak-proof induction seal liners, especially in the high-end lines," reports Campbell. "However, the demand for the more shower-friendly tubes of thickened scrubs has encouraged us to invest in specialized filling equipment for the new foaming scrubs for both jars and tubes."



CREATING BATH & BODY PRODUCTS - FROM CONCEPT TO CUSTOMER.