

## Product & Service News Releases

The media love innovation. The magic word is NEW.

They respond to new advances in technology, new ideas, better mouse traps, unusual products, breakthroughs, and unique accomplishments.

The successful product news releases:

- Zero in on the innovation.
- Explain the beneficial impacts clearly and succinctly and identify who the product or service will help the most.
- Provide the credentials and qualifications of the inventor or creator.
- Offer the media free samples or media kits and high resolution color pictures.

New product releases can be targeted numerous times to new product editors, specialty editors, and general feature editors.

The focus and content of the releases must be tailored each time to emphasize a news angle that is of interest to the audience of that particular editor and audience.

Examples news releases are provided below.

Paul J. Krupin Custom Targeted PR  
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FOR IMMEDIATE RELEASE

CONTACT David Goldberg 310-577-7775 David@Petkin.com

## **New cavity fighting wipes made for baby's teeth**

Reduces risk of dental decay even before children start brushing their teeth.

(Marina del Rey, Calif. -- July 8, 2003) Early childhood tooth decay, also known as **baby bottle tooth decay**, is one of the most common and serious health problems in babies.

Sugars in juice, formula and foods can create a build up of harmful plaque-like film and bacteria that leads to baby bottle tooth decay. According to the U.S Department of Health and Human Services, millions of children, up to 10% of young children in the US, suffer from baby bottle tooth decay. The cost to treat this preventable disease can be as high as \$8000.



To help parents care for their baby's teeth and gums, California company Petkin Inc. has developed Baby DentalWipes™, soft cloths moistened with a natural fruit flavored cleanser that gently cleans baby's teeth and gums after feedings and before bed.

The wipes can also be kept cold in the refrigerator and used to cool and soothe teething pain. Key ingredients in Baby DentalWipes include a fluoride free cleanser, natural fruit flavor, Xylitol and Aloe Vera Gel.

Baby DentalWipes won best new baby product at the June 2003 National Association of Chain Drug Stores Annual (NACDS) Conference.

*Karen Weiss, a Los Angeles mother of two-year-old Maya, says Baby DentalWipes are “a simple way to clean her teeth and gums. She enjoys having her teeth and gums wiped. She loves the fruity taste.”*

Baby DentalWipes sell for \$2.99 per pack and are now available online at: [www.Petkin.com](http://www.Petkin.com) or by calling 1-800-738-5461.

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Media kits and samples available on request

For Immediate Release

Contact: Kim Bentley 800-452-1458

Product review samples available on request

## Four New Truck Safety Product Innovations



Here are some really good ideas from Donald Asa, President of TrukSafe America. He's developed new time saving and even life saving products that make a truckers life easier and safer.



### Torque Indicators

Allows drivers to ensure lug nuts remain secure by simply observing the alignment of the indicator. One look is all it takes.

Price 10 for \$5.00



### TireWise

Pressure Monitors-color variations aid you in monitoring air pressure. Green indicator = properly inflated tire. Red indicator = tires are under inflated-add air. Indicates low tire pressure when tires are as little as 10% under inflated. Price: \$6.50 ea.



### Lamp Hats

Keeps the driver's hands free while performing a walk around inspection and at the same time provides additional light to the driver. It is adjustable so one size fits all. Two AAA batteries included. Price: \$15.00



### Fatigue Indicator Hat

This variation of our lamp hat comes equipped with the Drive Alert Master fatigue fighter. Along with the hands-free lighting, this cap alerts drivers with a beeping noise when their head drops to a driver pre-determined angle. Price: \$25.00

For more information visit [www.TrukSafeAmerica.com](http://www.TrukSafeAmerica.com). Inventor Donald L. Asa is a long time commercial vehicle accident investigator with a passion for safety. His company, TrukSafe America, provides consultants, products, investigators, and training of on truck driver actions, reactions, responsibilities, qualifications, training, compliance and safety. Product review samples and high-resolution photography are available upon request.

For Immediate Release

Product review samples available on request.  
High resolution jpegs available on request.

**Contact: Leonardo Moody 630-852-3586** or hit reply and provide your best street address

## **Ring Guard Solution Resizes Rings Quickly & Easily**

Solves the annoying problem of rings that slip, slide, or fall off your finger

(Oak Brook IL) Chances are that if you had a ring on your finger that was too big, you usually resorted to using a bulky piece of tape to keep the ring from sliding off your finger.

**No more.** Here is an alternative to the expense of taking your ring to a jeweler for resizing or having to buy bulky plastic or metal ring guards.

**Ring Guard Solution** is a new clear gel solution that helps you resize rings quickly and easily to keep them from sliding around or off your finger when typing, washing the dishes, or performing all sorts of other tasks.

**Ring Guard Solution** comes in a small tube, ready to use. Ring Guard Solution is a soft gel that slides over your finger and knuckles easily. You just squeeze a small amount onto the inner side of your ring and let it dry in place.

Voila! You are done. The dry soft solution provides a secure and comfortable fit.



**Ring Guard Solution** is clear so there's no need to worry about color matches. Nothing shows on the outside of your ring. The thickness of the solution on your ring is so thin no one will even see it, and the ring will fit so comfortably that you won't even know it is there. There's no risk of scratching or discoloration. You don't have to worry about it breaking or falling off.

You can comfortably apply the gel to a size 9 to change it into a size 6. This is especially useful when someone wants to wear another person's class ring.

A single tube of **Ring Guard Solution** contains 5.5 grams, which is enough to treat over five dozen rings. The gel is strong enough to stay in place for months and months.

yet pliable enough to remove it anytime in seconds if you want to resize it for a different or better fit. To remove it, you just peel it off.

**Ring Guard Solution** is also useful when applied to the pads of clip-on earrings, as a replacement for slip pads, adhesive pads, to ease the pinching of tight clips.

**Ring Guard Solution** sells for \$6.95 plus shipping. Created by Chicago inventor Leonardo Moody.

For more information visit [www.earringsaccessories.com](http://www.earringsaccessories.com) or call Luc-Co Inc. 630-852-3586 email [lucinc@comcast.net](mailto:lucinc@comcast.net).

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Product review samples available on request. High resolution jpegs available on request.

**Contact: Leonardo Moody 630-852-3586**

**Luc-Co, Inc. 1415 W. 22<sup>nd</sup> Street Tower Floor, Oak Brook IL 60523**

**FOR IMMEDIATE RELEASE**

**Contact: Victor Kasatshko 877-240-6158  
cell 727-420-6880 (during Chicago show)**

MULTI-FUNCTIONAL, 4-IN-1 PRODUCT  
(Mattress, Chair, lounge, recliner)

**Chicago, IL. Here is a comfortable twin size inflatable air mattress that converts to a chair, lounge, or recliner by simply folding it or turning it over itself.**

**The LoungAir was originally designed as a low cost alternative to a hospital bed so it could be used by in-home patients recuperating from surgery or by the elderly with limited mobility.**

**The LoungAir is popular with kids, tweens, and teens and is used as a chair while playing video games, a recliner while watching TV, a lounge while reading or a mattress to sleep on or take to slumber parties.**



**The LoungAir has received the prestigious Orthopedic Research Institute Seal of Approval.**



**LoungAir International, LLC will be located in booth L13209 in the Lakeside Center at the 2005 International Home & Housewares Show.**

High resolution photography available upon request or at [www.loungair.com](http://www.loungair.com)  
Video also available upon request

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For Immediate Release  
Reviewer test kits available on request.

Contact: Michael Clifford 916-939-1824

## Say Goodbye to Jet Setting Travel Blues

**Stress and tension, tired puffy eyes, dry skin, leg cramps and tired arms, these are just some of the effects of traveling whether it is by plane, train or automobile.**

Now you can boost your energy and rejuvenate in an organic and holistic way.

**Dr. Hauschka**, the world renowned organic and holistic skincare line has developed the **JET SET KIT** which contains the essentials for the holistic traveler.

**The Jet Set Kit** is a holistic travel essentials kit that does more than just help your skin to survive the rigors of travel. Tucked away into a handy brushed aluminum kit is a selection of soothing holistic travel essentials that invigorate your body, revitalize your skin and help to restore your equilibrium whether you are getting ready to travel, during travel or after you have arrived at your destination

The kit contains **Facial Toner** - Made with Anthyllis Vulneraria extract, which gently refreshes skin. Just pour a little into the palm of your hand and press into your face and neck and feel yourself begin to de-stress.

Ever thought about using a facial mask while traveling? With this kit you can! Use the **Rejuvenating Mask** while in transit or after you have arrived at your destination and no one will know you are wearing it. This remarkable mask absorbs into the skin leaving your parched face protected against dry air and climate changes. Leave it on or rinse it off, either way your skin will be moist and supple.

You know the feeling, tired, red, itchy, burning, puffy eyes. This wonderful kit contains cooling and refreshing **Eye Solace**. Simply open and empty the vial on the two cotton pads provided, place the compresses over your closed eyes and sit back and take some nice deep breaths. In no time the bags you will be carrying will only be your luggage.

Legs and arms get tired while traveling. Bring warmth and energy back into them with the **Rosemary Leg and Arm Toner** provided with the kit. Splash it onto your legs and arms and feel your circulation returning.

Rub the rich **Hand Cream** that comes in the kit onto your hands, fingernails and cuticles and feel the last bit of travel tension leave your body. The flower and vegetable extracts in this soothing hand lotion absorb easily into the skin allowing your hands to feel soft and relaxed.



Pamper yourself with this **DR. HAUSCHKA JET SET KIT**...A Holistic, organic, natural way to pamper yourself while traveling.

### The Dr. Hauschka Jet Set Holistic Essentials Travel Kit

Get back to the civilized days  
of traveling

For further information or to purchase go to [www.holisticwellnessproducts.com](http://www.holisticwellnessproducts.com)  
Or call 1-888-468-8880 to order.

Review test kits and high-resolution photography available upon request.

For Immediate Release

Contact Reena Kazmann [reena@eco-artware.com](mailto:reena@eco-artware.com) or toll free at 1-877-326-2781

## Green Gifts for Dad at Eco-Artware.com

Eco-Artware is getting ready for Father's Day, highlighting special gifts for Dad and adding new eco-friendly products for Father's day or any gift-giving occasion.

Father's Day is a perfect occasion to bring out Dad's green side with a new and unique pennies and poker chip necklace.



For those whose fathers would tell them, "If you had a nickel in your pocket and don't owe anyone, you're rich," we're sporting cuff links from classic Buffalo nickels, Indian Head pennies and Mercury dimes for that rich look.



Dads in the tech field will be ready to download motherboard business card cases and money clips, as well as clipboards, desk clocks and luggage tags made from old circuit boards. If Dad likes to travel, *key rings from old road signs* and a rugged recycled vinyl laptop backpack make the grade. For Dads ready to relax, vinyl coolers and CD cases carry the necessities.



Dads who write for a living -- lawyers, editors, writers and teachers -- may like *typewriter key cuff links* or *cuff links made from SCRABBLE (TM) tiles customized with their initials*, and can write their next novel with the refillable, hand-turned multi-purpose Multi-tool pen -- a ball-point pen with a point that can be exchanged for screwdrivers and an art knife which are stored in the top pen barrel) or a two color pen with both red and black ink cartridges. A Second Editions (TM) bookshelf made from recycled hardcover books will accent any den or office.

ABOUT ECO-ARTWARE.COM - Eco-Artware.com has something for every budget, for every taste, and especially for a friendlier planet. Words don't do these products justice, so come to <http://www.eco-artware.com> for photos and specifications. If your readers are looking for an ideal, unique gift that also promotes greener consumerism, or are looking for resources on creating their own gifts, book reviews, recycling tips, and access to our renowned "Recycling Rag" newsletter, send them this way.

If you need high-resolution images of any of Eco-Artware.com's products, or have further questions, please contact Reena Kazmann at [reena@eco-artware.com](mailto:reena@eco-artware.com), or toll free at 1-877-326-2781

**PCI Products Company 4195 Chino Hills Pkwy. #360 Chino Hills, California 91709**

Telephone: (909) 591-9633 (800) 869-9633 Fax: (909) 591-2350 E-mail: sales@cleanupstuff.com

FOR RELEASE: Immediately

CONTACT: Travis Zdrazil (800) 869-9633

## **Protect the appearance of your home. Prevent permanent oil stains.**

Your garage floor or driveway does not have to look like a service station bay!

If you are tired of cleaning up the engine oil leaks on your garage floor, the *Abzorb Oil Mat* is for you. You simply place the mat on the floor under your car's engine.



Like a sponge, the *Abzorb Oil Mat* will absorb up to one gallon (3'x5' size) of oil and other fluids over time.

With this new product there is no longer the need for cardboard, messy oil drip pans, costly degreasers or spending the weekend cleaning up your garage floor or driveway.

The mat's non-penetrable backing prevents permanent concrete stains caused by oil and other fluid leaks.

Aesthetically pleasing, the charcoal gray colored mat collects oil for proper disposal. Protects our waterways from oil run off.

The mat is made of technologically advanced material, similar to what is used to clean-up oil spills on the ocean.

This highly durable material will not tear or disintegrate even after becoming saturated.

The product is guaranteed for three years against tearing, cracking, and oil penetrating the backing of the mat.

The *Abzorb Oil Mat* comes in large sizes, 3'x 3', 3'x 5' and 3'x 8'.

There are over 24 other uses for the *Abzorb Oil Mat* such as using it under your BBQ to protect your patio from food oils, as a workbench cover, for under your lawn equipment or as a floor protector when changing your oil.

The *Abzorb Oil Mat* is available for \$15.95 (3'x 3'), \$19.95 (3'x 5') and \$31.95 (3'x 8') plus shipping from PCI Products Co, 4195 Chino Hills Pkwy. #360, Chino Hills, CA. 91709. Phone (800) 869-9633.

Additional product information and online ordering is available at [www.cleanupstuff.com](http://www.cleanupstuff.com)

For Immediate Release

Contact: Melody Bohna 574-772-2703

Media review product samples available on request.

## **New Claspy Graspy holds swinging jewelry in place**

Here is a simple, ingenious and handy device.

The **Claspy Graspy** is a jeweled pin clasp that is uniquely designed to hold your jewelry in place when you wear it.

It puts an end to the problem of constantly having to shift clasp around after your jewelry has slid one way or the other.

You simply insert the CLASPY GRASPY pin thru your garment and your jewelry clasp, insert the pin in the jeweled cap and your jewelry stays right where you want it. You can place it wherever it is most attractive or most comfortable.



Comes in light blue, red, green or pink. Cost is \$7.99 or four for \$28.99 plus shipping.

For more information visit [www.claspygraspy.com](http://www.claspygraspy.com)

Media review product samples available on request.



## 50 ways to leave your Valentine (or anyone else); Unusual cards don't greet, they say hit the street!!

Not everyone wants to send flowers and candy on Valentine's Day. Jeff DeLong knows it, too. That's why this Klamath Falls, Oregon college student created C-ya Greeting Cards. They are designed to end relationships.

Whether you want to leave a lover, a spouse, a friend, a boss, or anyone else, there's a card for you. Actually, there are 50 of them. And they all say, in one form or another, "See ya!"

It all began five years ago when DeLong went through his own divorce.

"I saw Oprah do a show on Relationship Closure and realized most people never officially do it," says DeLong.

"From a psychological standpoint, that's not healthy. They carry the old emotional baggage, the fears and regrets, right into their next relationship."

He should know. Besides his own first hand experience in therapy due to his divorce, he's currently a doctoral candidate in psychology.

"I was the first customer for these cards," he says.

But he's not the last. So far he has sold thousands of cards not only in the USA, but international as well.

It took DeLong two years to get his company name, C-ya, copyrighted and trademarked. It took five years to bring the cards to market. But his efforts are well worth it. His award winning web site (<http://www.c-ya.com>) gets plenty of business, to the tune of 2,000 hits every week and growing.

"People are actually using the site to break up, heal, be honest, and grow," explains DeLong. The web site has just added a new feature, that has had an overwhelming response. People can submit their own C-ya saying, if selected to be published they receive a free T-shirt and first card published.

Another reason for the high web site traffic is that people can go there and send a virtual, or paperless, C-ya card to someone online for free. The actual printed cards sell for \$3.33 each. The idea for the sayings in the cards came from his own journal writing, which he was doing for his therapy. Some of the verses are thoughtful; others right to the point.

One says, "Before us, I was alone." Inside it says, "I was happier then." C-ya

Another reads, "Yesterday, I realized the dreams I thought we shared together, were mine alone!" C-ya

The most popular card reads, "I gave, you took, I'm gone." C-ya

At first glance the cards might seem to be, well, blunt. But DeLong says that's the way relationships should be. "Relationships should be about honesty," says DeLong, who is now engaged to be married in late 1998.

"We may be celebrating Valentine's Day around the country but there are thousands of people who don't want to send flowers and aren't happy about their relationships," says DeLong. "No matter what they want to say, I have a card for them."

For more information contact Jeff DeLong at [cya@cdsnet.net](mailto:cya@cdsnet.net) or call 1-800-972-2420.

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Jeff was just recently featured in Yahoo Internet Life magazine (February 1998), on national TV Wild Wild Web, in an article in the Rocky Mountain News, The Kent and Gus Radio Show, PBS, and has just completed an interview with GQ magazine and the Chicago Tribune. See C-ya Greeting Cards <http://www.c-ya.com>

Media are free to request a sample set of C-ya cards. Just call Jeff DeLong at 1-800-972-2420

