



ANTI-BODY ANNOUNCES FAIR TRADE CERTIFIED™ SUGAR SCRUBS

PASADENA, August 25th, 2008: Anti-Body, LLC, a manufacturer of Fair Trade personal care products based in Sierra Madre, announces the first Fair Trade Certified™ Sugar Scrub. Through independent fair trade certifier, TransFair, Anti-Body has produced a new series of sugar scrubs available in three scents: Lemongrass, Lavender and Petal. Each sugar scrub provides maximum non-drying, exfoliating polish for skin-care.

“When certifying a product, our goal is not only empower the farmers who create the ingredients, but the company that sells the item,” said Cate Batson Baril, Director of Business Development, Grocery & Ingredients, “Anti-Body has the authentic track record that we are seeking with new composite products.”

“We have always appreciated TransFair’s vision,” said Tamara Johnston-McMahon, co-founder of Anti-Body, “By applying TransFair’s certified labels, we believe that our fair trade message will impact consumers further and keep extending the message of fair trade to retailers.”

About Anti-Body, LLC

Anti-Body was created in 2005 after founders Tamara Johnston-McMahon, and Steven and Shelby Moser felt the need to lead a more purpose-filled life. Through the outreach of Anti-Body, the company founders and fans of Anti-Body products have acquired new meaning in life.

About TransFair USA.

TransFair USA, a non-profit organization, is the only independent, third-party certifier of Fair Trade products in the U.S. and one of 20 members of Fair-trade Labelling Organizations International (FLO). TransFair’s rigorous audit system, which tracks products from farm to finished product, verifies industry compliance with Fair Trade criteria. TransFair allows U.S. companies to display the Fair Trade Certified label on products that meet strict Fair Trade standards

Fair Trade Certification is currently available in the U.S. for coffee, tea and herbs, cocoa and chocolate, fresh fruit, sugar, rice, and vanilla.



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