

PRESSING NEED

PASADENA – May 21, 2008 – Anti-Body, LLC, a manufacturer of Fair Trade personal care products based in Sierra Madre, is partnering with Pasadena's Ten Thousand Villages in raising funds to establish a Fair Trade coconut cooperative in Liberia.

The \$35,000 in needed funds will go towards the purchase of a press to extract coconut oil for some of Anti-Body's Fair Trade personal care products, as well as starting wages for members of the co-op, and packing and shipping of the machine.

Anti-Body is making available hand-made cross-shaped candle holders from Liberia, which are fashioned from brass shell casings--scattered remnants of the recent war. The candle-holders stand approximately 1.5 inches tall, and are sold on Anti-Body's website and at Ten Thousand Villages for \$20, half of which is donated to the Liberian co-op.

Also, a series of special events is planned to inform the community and encourage donations to the project. The first was held Saturday, May 10, at Ten Thousand Villages which drew more than 50 guests. So far, \$2,000 has been raised. Information regarding upcoming events can be found by visiting Anti-Body's website at www.anti-body.com.

Ten Thousand Villages is located at 496 S. Lake Avenue in Pasadena.

ABOUT ANTI-BODY

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. Frustrated with a sense of powerlessness to leave a positive imprint with their lives and work, they embarked on a mission to create a consumer product that would benefit both the customer and the individuals from developing countries who produce their ingredients. After extensive research about the most natural and beneficial ingredients, they formulated a body-care line that includes fair trade certified ingredients. They pledged to create SLS and paraben free products, as well as initiate long-term relationships with the laborers who supply their ingredients.

ABOUT FAIR TRADE

Fair Trade is a growing international movement that seeks to ensure “PAYING FAIR WAGES FOR SUSTAINABLE LIVING.” Buying Anti-body products helps in more ways than one. In addition to feeling great on your skin, Anti-body purchases give back every time you buy. Here’s how it works - Anti-body purchases raw ingredients directly from laborers in developing countries, paying them a living, sustainable wage. We then take those high quality, natural ingredients and hand-make the best body-care products available. The greater the demand, the more we purchase, increasing our producers’ sustainability.

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