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CANUS LAUNCHES TWO NEW SOAP FORMULATIONS

Farm Fresh Goat's Milk and Essential Oils

Bring the Ancient Skill of Soap Making to New Levels

Waitsfield, VT – September 2005 The process of formulating soap has been developed over thousands of years. Historians have traced soap manufacturing back to the time of the Babylonians, in 2,800 BC.

Canus, a pioneer in the goat's milk skin care market, combines an all natural soap base with fresh goat's milk and a clean fragrance of essential oils which brings new life to this ancient craft. So what makes soap with goat's milk so unique? Goat's milk has long been known as a natural rejuvenator of the skin. Of all milks, fresh goat's milk contains the highest percentage of a naturally occurring compound that helps to moisturize the skin and contribute to its softness.

Canus Goat's Milk has added two NEW! Soap formulations to its existing soap line: Canus Goat's Milk Soap with **Marigold Oil** and **Orchid Oil**. Marigold Oil offers great anti-inflammatory properties for the skin, soothing itchy skin conditions. Orchid Oil is ideal for all skin types, helping to increase skin immunity and moisturize.

Canus Goat's Milk Soaps are available in a fragranced as well as a fragrance-free version. A 5-ounce bar is triple-milled for hardness, making it very long lasting. The fragrance Canus uses is very mild and is best described as "fresh" or "clean"-smelling.

Canus Goat's Milk Soap with Marigold Oil and Canus Goat's Milk Soap with Orchid Oil will be available in retail starting Fall 2005. The suggested retail price for Canus Goat's Milk Soaps is \$2.49 – \$2.99. Products are available in-stores nationally and online at drugstore.com, cvs.com and amazon.com.



ABOUT CANUS:

Canus was founded in Quebec, Canada in the mid-nineties and currently has its U.S. headquarters based in Waitsfield, Vermont. The Company markets two complete family skin care lines – Goat's Milk products for adults and Li'l Goat's Milk for children and babies. Altogether, Canus produces more than twenty different goat's milk based skin care products that are distributed in Europe, across North America and even in the Philippines. Canus currently employs 35 full time employees and several thousand dairy goats.

For more information, go to www.canusgoatsmilk.com.

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