

Press



For Immediate Release

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**CANUS GOAT'S MILK
LAUNCHES TRIAL-SIZED GIFT SETS
FOR THE HOLIDAYS**

Waterbury, VT – June 26, 2006 – Canus Goat's Milk, a pioneer in the goat's milk skin care market, has announced the launch of their new trial sized gift sets for adults as well as Li'l Goat's Milk for children just in time for the 2006 holiday season.

All Canus Goat's Milk products combine an all-natural base with farm fresh goat's milk to make gentle but effective soaps, lotions, body washes, and more. Goat's milk has long been known as a natural rejuvenator of the skin. It contains capric and caprylic acids, which reduce the alkalinity found in many skin care products. This alkalinity results in a pH level closer to healthy human 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.

This holiday season give the gift of healthy, soft and revitalized skin with the following reasonably priced gift sets:

- **Nose to Toes Gift Set** -- a perfect introduction to the Canus Goat's Milk Skin Care product line combines everything needed to care for your skin and body from head to toe. This gift set includes one of each: 2 oz. All Natural Shampoo and 2 oz. All Natural Conditioner, 0.7 oz. Body Butter, 1.5 oz. Hand & Foot Scrub, 1.5 oz. Hand & Foot Lotion, and 0.3 oz. Lip Balm in a Tin – SRP is \$12.99.
- **Marigold Oil Trial Size Gift Set** offers great anti-inflammatory properties for the skin and is a wonderful gift for those with itchy skin conditions. This gift set includes one of each: 2 oz. All Natural Marigold Oil Lotion, 1.5 oz. Marigold Oil Soap, 2 oz. Marigold Oil Bath, 0.3 oz. Lip Balm Tin, and 0.7 oz. Marigold Oil Body Butter – SRP is \$11.99

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- **Orchid Oil Trial Sized Gift Set** is ideal for all skin types, helping to increase skin immunity and ability to moisturize. This gift set includes one of each: 2 oz. All Natural Orchid Oil Lotion, 1.5 oz. Orchid Oil Soap, 2 oz. Orchid Oil Bath, 0.3 Lip Balm in Tin, and 0.7 oz. Orchid Oil Body Butter – SRP is \$11.99.
- **Suds N Potion Trial Set** provides a combination of soaps and lotions from the Original, Marigold Oil, and Orchid Oil lines. This trial set includes one of each: 2 oz. All Natural Lotion – Original Fragrance, 1.5 oz. Soap - Original Fragrance, 2 oz. All Natural Orchid Oil Lotion, 1.5 oz. Orchid Oil Soap, 2 oz. All Natural Marigold Oil Lotion, and 1.5 oz. Marigold Oil Soap – SRP is \$9.00.

The Li'l Goat's Milk line for children also offers a number of gifts sets perfect for the youngster in the family. A perfect stocking stuffer, the selection of gifts sets for children include:

- **Li'l Goat's Milk Trial Size Gift Set** includes one of each: 1.25 oz. of Li'l Goat's Milk Soap, 2 oz. Li'l Goat's Milk Lotion, 2 oz. Li'l Goat's Milk Tearless Shampoo Body Wash, 1.5 oz. Baby Body Butter, and 1 Embroidered Washcloth – SRP is \$9.99.
- **Li'l Goat's Milk Gift Bag** includes the following: a Plush Stuffed Baby Goat and Embroidered Washcloth along with (2) 3.5 oz. Li'l Goat's Milk Soap, (1) 5 oz. Li'l Goat's Milk Lotion, and (1) 16 oz. Li'l Goat's Milk Tearless Shampoo Body Wash – SRP is \$19.99.
- **Li'l Goat's Milk Fruit Fragranced Crayon Shaped Soaps** perfect for bath time fun. 5 in each pack – SRP is \$11.99.

All Canus products are made with farm-fresh goat's milk packed with naturally rich proteins, vitamins, and minerals that are easily absorbed by the skin.

About Canus Goat's Milk

Canus Goat's Milk was founded in Montréal, Canada in the late-nineties by Andrée Falardeau and her business partner, André Beauregard. Canus currently has its U.S. headquarters based in Waterbury, 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. Canus Goat's Milk products have been recognized by several national industry awards. Andrée Falardeau was named "International Entrepreneur of the Year" by a leading Québec business group in 2002.

Altogether, Canus Goat's Milk produces more than sixty different goat's milk based skin care products that are distributed across North America, in Europe and Asia.

Canus currently employs 35 full time employees and several thousand dairy goats.

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