

Press



For Immediate Release

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***Canus Goats' Milk Products
Selected as "Editors' Picks"
of Best New Products for 2006***

New York City – September 1, 2006 – Canus Goats' Milk Marigold Oil and Orchid Oil products were selected as "Editors' Picks" by the editorial board of *Progressive Grocer* magazine. The all-natural products include lotions as well as bar soaps.

Progressive Grocer has initiated the "Editors' Picks" designation to highlight those new products that the magazine's editorial board feels rise above the general market offerings and will have broad public acceptance.

Criteria used by the *Progressive Grocer* editors focused on what makes products "stand out from the crowd" and included "originality, usefulness, innovation, packaging, [and] market appeal." Retailers utilize the editorial board selections in planning which products will be added to merchandising shelves.

Canus Goat's Milk developed the Marigold and Orchid Oil products combining powerful plant lipid extracts with naturally moisturizing farm-fresh goat's milk. Calendula Oil is extracted from the Marigold plant and is a plant lipid recognized for its antioxidant and emollient properties. Orchid (*Cymbidium Grandiflorum*) Oil is available from Thailand and is also recognized for its excellent moisturizing abilities. Plant lipids can be very helpful in hydrating and keeping skin from feeling dry and uncomfortable.

"We developed these products to combine newly available plant botanicals with our award-winning goat's milk soaps and lotions" said Andrée Falardeau, President of Canus Goat's Milk. "The products have all been very well received by retailers and we were very excited to receive this nationwide recognition by the editors of *Progressive Grocer*."

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The Canus Goats' Milk products were selected by the board for the company's approach of "combining two popular skin care trends – goat's milk and botanical extracts – in a single [product]." The Orchid and Marigold products are offered in lotions and soap formulations. The editors noted that "when the lotion is applied, the marigold oil calms and soothes itchy, irritated skin while the goat's milk moisturizes it." Additionally, "Orchid oil is a silky plant oil that helps increase immunity and adds extra moisturizing properties."

Progressive Grocer is the leading trade magazine of the supermarket industry and is published monthly. The company maintains a website at www.progressivegrocer.com.

Canus Goat's Milk Marigold Oil and Orchid Oil products were released at Natural Product Expo West in Anaheim, California.

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.

www.canusgoatsmilk.com

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