



For Immediate Release:

Introducing LipMedic.com: The Online Haven For Lip Balm Addicts!

February 2, 2003 (Chicago, IL): There's no denying that during the harsh winter months, nothing helps battle dry, brittle lips better than a little lip balm. Of course the same could be said for spring, summer and fall, too, if you're one of the millions of people who consider themselves lip balm addicts. Lucky for them, there's now a one stop shop for all their lip balm needs! Introducing Lipmedic.com (www.lipmedic.com), the first and only online retailer dedicated to the wonder that is lip balm!

"Obviously I'm a lip balm fan myself. I just couldn't find the lip balms I discovered and used in my travels to other countries, so I decided to launch my own source of international lip balms," says Jacqueline Bethea, the founder of Lipmedic.com. And it seems she's not alone in her tireless search for good lip protection from around the world. "Every day we're told by our customers that they couldn't find their favorite brand of lip balm anywhere else."

And Bethea has definitely covered all the bases, gathering over 80 brands and 100 flavors of balm from Germany, Spain and Italy, not to mention Australia, Brazil and Africa. But that doesn't mean the Chicago-based business ignores those tried and true brands from its homeland. Lipmedic also offers a rich selection of lip balms from within the United States, including Alaska and Hawaii, and also has those hot brands that the celebrities are clamoring for.

"We have them all," Bethea states. "We have the Rosebud Salve, which has been featured in *In Style Magazine* as a celebrity favorite many times, we have the Tropikiss Peach and Coconut lip balms that Alicia Silverstone loves... you name it, we probably have it. And if we don't, we can get it."

The vast array of product is what helps make Lipmedic a success. In addition to featuring some of the hottest brands on the market, Lipmedic also features a diverse array of SPF, organic and vegan varieties. But how do you surf through the hundreds of varieties available? Simple. Lipmedic is easily navigated, offering users the opportunity to search for balm by packaging (for example, tin versus tube), ingredients, brands and more.

So of all the brands the site has to offer, which is Bethea's favorite?

"I don't think I can choose," she laughs.

For more information on Lipmedic (www.lipmedic.com), please contact:

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