



For Immediate Release:

Lipmedic Launches Holiday Gift Guide of Lip Balm for the Holidays

December 1, 2004 (Grand Rapids, MI) The holiday season is a great time to sweep those on your Christmas list off their feet with an exotic getaway. A cost-effective way to spread holiday cheer while treating everyone to a taste of Europe, Australia, or the tropics is to give the exotic and imported lip treats offered at lipmedic.com. The online lip balm boutique boasts bestsellers like Spain's Perfumeria Gal Lip Balms that promise to keep on giving all year-round with delicious flavors like Red Currant packaged in decorative Art Nouveau tins. Mama Coco's Organic Hawaiian Vanilla Lip Balm brings the rich coconut of the tropical islands straight to your lips, and can make for an exotic escape at any time of day.

Lip balm is a gift that can please everyone on your list, and Lipmedic makes shopping a breeze with its holiday gift guide. Balms for boys, delightful stocking stuffers, and gift sets galore make lip treats fun, easy, and long-lasting gifts that can stand alone or add the perfect pizzazz to other presents. Lip treats with witty names serve up a dose of personality, while the right Bonne Bell LipSmacker can be wonderfully nostalgic. At Lipmedic, there truly is something for everyone, and this holiday season it's easier than ever to have all your bases covered.

So whether you want to plan a quick get-away, pass along your childhood favorite, or just stock up for the months ahead, Lipmedic's lip balms are an inexpensive, creative, and fun way to add a personal touch to your gifts this holiday season.

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

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