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## **5<sup>th</sup> Avenue Bath Co. Offers Handmade Luxury for the Bath and Body**

*Exceptional ingredients result in extraordinary products for the Ohio-based bath product boutique*

Pickerington, Ohio – April 11, 2007 – Many women cherish the ritual of a luxurious bath to unwind from a hectic day or renew a tired spirit. Instead of lathering up with potentially irritating commercial bath soap, however, consumers have begun seeking products that do more than just smell good or feel nice. They want natural products that are healthy and minimally processed.

5<sup>th</sup> Avenue Bath Co. specializes in upscale bath and body products that are carefully designed with only the finest natural ingredients. The company enriches its product line with botanicals, rich butters, vitamins and indulgent essential and fragrance oils for products that pamper the body and nourish the spirit.

Unlike many bath products that contain heavy perfumes, detergents, dyes or petroleum products that can be harsh and irritating, 5<sup>th</sup> Avenue Bath Co. chooses components based on their compatibility with the skin. Products incorporate premium, often organic, ingredients, including:

- Unrefined shea butter, a gentle, non-greasy emollient
- Emu oil, a highly moisturizing natural skin softener
- Honey, a natural antioxidant with anti-inflammatory properties
- Goat's milk, a vitamin-rich natural hydrator

5<sup>th</sup> Avenue Bath Co.'s boutique line of spa quality products includes exfoliating scrubs, body washes, soaps, moisturizers and bath salts aimed at turning the bathtub into a luxury retreat. Customers can choose from a variety of natural scents, such as black pepper and lavender, pomegranate fig and Indian spice and can personalize several of the company's body washes and soaps with a range of exfoliants.

5<sup>th</sup> Avenue Bath Co. products are produced in small, handcrafted batches to ensure quality and preserve the integrity of the ingredients. Customers can feel confident that their products are freshly made from pure, natural components without unnecessary and irritating additives.

"Many of our customers come to us looking for alternatives to harsh, commercially-produced bath and beauty products," says 5<sup>th</sup> Avenue Bath Co. President Erika Lomonico. "Because we use such high-quality, natural ingredients and manufacture everything by hand, the result is a product line that is both elegant and functional. Our products are the ultimate luxury for someone who wants premier goods they can feel good about using."

About 5<sup>th</sup> Avenue Bath Co.

5<sup>th</sup> Avenue Bath Co. President Erika Lomonico believes that everyone deserves to be pampered. The 5<sup>th</sup> Avenue line was created in 2005 out of a need for luxurious bath and body products that indulge the body and spirit without breaking the bank. For more information and to view the entire collection, please visit [www.5thAvenueBathCompany.com](http://www.5thAvenueBathCompany.com).

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