

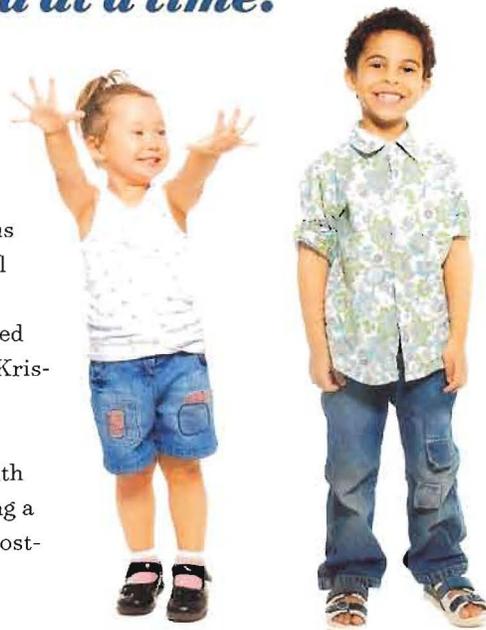


SMILEY PITS®

is on its way to making Virginia Beach a less stinky place, one kid at a time.

It all started in Kristi Joynt's kitchen in the Croatan neighborhood of Virginia Beach. Kristi is a very health-conscious mom, who enjoys making and using natural products for her family. One day this past winter, out of the blue, her friend Sara called while she was making natural deodorant. Kristi offered to let her try it.

Sara loved it right away, and was struck with the idea of a deodorant for kids after getting a whiff of her 9 year old son's pits during a post-lacrosse practice hug.



He clearly needed deodorant, but which one should he use? She read many posts and articles from parents around the world sharing similar experiences, some with kids as young as five or six! After countless hours researching online and many conversations with friends, she found that there are not many deodorants specifically for kids, and that those that do exist contain chemicals and ingredients that she did not want her son using. She also found a lot of research warning about the dangers of compounds such as parabens, aluminums, and others

that are commonly found in deodorants. There was no way that she would put that on her child! She called Kristi and they decided to create a natural deodorant made only with materials that they would let their own kids use. That was the start of Smiley Pits, created by two neurotic moms who love their kids!

Sara & Kristi saw a need and developed Smiley Pits® to be a safe and effective alternative to mainstream deodorants. They love their kids, and know that as these sweet babies get older, they get smelly! Gross, yucky, disgustingly smelly. Not liking what mainstream deodorants offered, (i.e. synthetic materials, aluminum, parabens, phthalates, toxins, etc.), they came up with the perfect formula. Smiley Pits® is a family affair and the kids input is at the heart of it. Smiley Pits® has five very unique scents to choose from, and all of them are safe and effective. The kids helped design the snazzy packaging and came up with all of the cool scent names:



Sick Nasty Defense, Rock Tough, Flower Power, Sunshine and Magical

Sara and Kristi like to say that they turn smelly into smiley. It's hard not to smile when you know you are making the world a less stinky place one kid at a time. Sara & Kristi have just begun their journey as businesswomen and look forward to helping other moms and dads who want a deodorant for their kids that they can feel good about.

Smiley Pits® is available for purchase online at www.smileypits.com and is coming soon to retail locations in Hampton Roads.

get  oticed.

www.n2pub.com

