

Crystal™ Deodorant Climbs Aboard the Un-Road Trip

Car-less Journey Across the Country Inspires Others to Re-Think Toxins

BURLINGAME, CA -- Crystal™, the popular safe Un-odorant™ that prevents body odor naturally, is raising its hands in support of an inspiring journey known as the Un-Road Trip. The brainchild of adventurer Boaz Frankel, the Un-Road Trip, is a 10 week criss-cross throughout the United States and Canada using any mode of transportation, with the exception of a car, in effort to promote use of alternative transportation to better the environment.

Frankel has put Crystal to the test for almost two months and more than 10,000 miles into his journey. Whether it's a grueling 50 mile bike trek, dusty camel ride or jarring pogo stick hop across a city, one thing never changes: Boaz always smells fabulous.

"My Crystal Deodorant has been the one constant I count on each day of this journey," explains Frankel. "While I may not know how I am going to run fast enough to catch the next train four miles away with only a half hour to spare, I do know that Crystal keeps me smelling fresh without harmful chemicals once I arrive."

Crystal™ products contain no aluminum chlorohydrate and are hypoallergenic. Composed of mineral salts which form a topical layer on the skin, Crystal makes it impossible for bacteria to thrive. In effect, Crystal products are the equivalent of "un-odorants" which prevent odor naturally, rather than deodorants that mask the odor.

"As a sponsor of Boaz and his Un-Road Trip, Crystal is supporting an effort that inspires others to care for their environment and their health by omitting unnecessary toxins," says Larry Friedberg, the new Vice President of Marketing at Crystal. "This is the philosophy we have championed with our deodorants for 25 years."

ABOUT THE "UN-ROAD TRIP"

In April of 2009, Boaz Frankel set out on an Un-Road Trip. He's criss-crossing the United States using every mode of transportation except for car. He'll be traversing dozens of states by kayak, bicycle, dog sled, scooter, hot air balloon, horseback, Segway™, hang glider, fishing boat, crop duster, and whatever else he can find. He'll be documenting the whole journey right here, on this website. You'll be able to track him in real-time through daily, (and sometimes hourly), blogs, photos, and videos at www.unroadtrip.com <<http://www.unroadtrip.com>>

ABOUT CRYSTAL

French Transit, Crystal's parent company, was founded in 1984 by Jerry Rosenblatt. The introduction of the company's renowned Crystal Rock deodorant immediately

put French Transit on the map as an early innovator of all natural personal care products that were free of harmful chemicals.

Since that time the Crystal family has grown to more than 20 products, including Crystal Body Deodorant™ Stick, Crystal Body Deodorant Spray, Crystal Foot Deodorant Spray and the new Crystal essence™ line.

Crystal is committed to developing products that support its customers' desire to protect their health and the planet on which they live. Crystal has not and never will test its products on animals and is a supporter of Leaping Bunny and PETA and donates generously to cancer fighting causes.

Crystal products are available worldwide in over 20,000 stores, as well as online at Amazon.com, Drugstore.com and www.thecrystal.com.

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