



For Immediate Release

Crystal™ Helps Workers in Detroit Federal Buildings Stay Odor-Free - Giving Away Unscented Deodorant

BURLINGAME, CA – In response to the recent ban on scented personal care products at three downtown Detroit Federal buildings, **Crystal™**, creators of the award winning **Crystal Body Deodorant™** and **Crystal essence™** lines, is giving away free deodorant in the Motor City. “We were surprised to learn about the ban on scented products in Federal buildings in Detroit, one of our top markets,” said Jerry Rosenblatt, Founder and CEO of parent company **Crystal™**. “We quickly realized we could help solve at least one problematic result of banning scented personal care products in the workplace: eliminate body odor!”

The 26-year-old company sells its natural unscented **Crystal Body Deodorant™** Roll-Ons, Sticks and Body Sprays in over 20,000 retail locations, including Walgreens, Meijer, Rite Aid, Whole Foods as well as on Drugstore.com. A team of “Crystalians” will be handing out its newest product, the unscented **Crystal Solos™** a 100% biodegradable deodorant towelette, to consumers in and around Cadillac Square, Coleman A. Young Municipal Center, and First National Building on Wednesday, March 24 and Thursday, March 25.

Crystal Body Deodorant™ products are safe and effective. They contain no aluminum chlorohydrate, no parabens, no phthalates, and are hypoallergenic. **Crystal™** deodorants are composed of mineral salts, which form a topical layer on the skin, making it impossible for odor-causing bacteria to grow. All **Crystal™** deodorants are non-sticky, and will not stain clothing (even the most delicate fabric). They leave no white flakes or residue on the skin, are environmentally safe and are easy to use. **Crystal Solos™** will be available later this month in 5-, 10- and 30-unit packages on the **Crystal™** web site at www.thecrystal.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 of products has grown to more than 20, including **Crystal Body Deodorant™** Stick, **Crystal Body Deodorant™** Roll-On, **Crystal Body Deodorant™** Body Spray, **Crystal™** Foot Deodorant Spray and **Crystal essence™** line which was introduced last spring. **Crystal™** has received three consecutive awards (2008 – 2009) from **Better Nutrition Magazine** in their annual *Best of Beauty* competition and recently earned an award from **Natural Health Magazine** in the UK for Best Natural Deodorant.

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 Drugstore.com, Amazon.com, and www.thecrystal.com.

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