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For Immediate Release

3WayBeauty Launches New Product, *doggystyle*

Beauty has gone to the dogs! Give Fido or Fifi a good old-fashioned scrub-down with 3waybeauty's newest bar, which promises to pamper your pooch, naturally!

doggystyle is a solid grooming bar free of parabens, gluten, phthalates, mineral oils, petrolatum, synthetic dyes, preservatives, artificial fragrance and coloring. All packaging is 100% compostable and recyclable. The best part? The proprietary, 100% natural essential oil blend is anti-bacterial and anti-fungal for dogs that have allergies or are prone to scratching.

Becky Sturm, owner of 3waybeauty states, "*doggystyle is a luxurious grooming bar for your best friend. I designed this product for Boone, my favorite Shar Pei.*" The multi-use solid bar is ideal to bring anywhere for a last-minute wash or to keep by the tub. It's great for people too!

doggystyle is available online in two different sizes, a 6 oz bar for \$17 and a 1.5 oz bar for \$5 at 3waybeauty.com

About 3waybeauty

3waybeauty was created by Becky Sturm, St. Paul native and owner of StormSister Spatique®, who has been in the beauty industry for more than 20 years and worked with a variety of products and potions. She was able to see the good, bad and ugly side of beauty and care products and with the help of other small businesses, developed the all natural, multiple purpose beauty bar bound to change the industry. Visit <http://www.3waybeauty.com/doggystyle.htm> for more information.