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For Immediate Release

**ParabenFreeBeauty.com Launches A New E-commerce Site
Dedicated to Selling Only Paraben-Free Beauty Products**

(PALO ALTO, CA – March 16, 2009) Christine Siglinger, a salon-owner dedicated to promoting premium paraben-free beauty products, launches a new e-commerce site at <http://www.parabenfreebeauty.com>.

Parabens are the most widely used and inexpensive preservatives on the market. Numerous studies have linked parabens to potential health risks. The mission of the site is to provide the latest information on parabens, and to offer new and reformulated personal care products that do not contain parabens.

“All the products are paraben-free, but they are also performance-tested in my salon before we offer them for sale,” reports Ms. Siglinger. “My clientele has very high standards, they want products that make them look good, that are good for them. The demand got so high and people were so happy with the products, I thought I would branch out to the online community.”

You can shop for paraben-free beauty products and read Ms. Siglinger’s blog at <http://www.parabenfreebeauty.com>.

About Paraben-Free Beauty:

Paraben-Free Beauty founder, Christine Siglinger, owns and operates a successful salon in Palo Alto, California. Paraben Free Beauty is dedicated to promoting premium products that are good for you – inside and out. Find out more at <http://www.parabenfreebeauty.com>.