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Lost Balls, Nature's Call and Poison Ivy Leave Golfers Scratching According to būji® National Golf Survey

CHICAGO, April 4, 2007: Players with less than perfect aim or an itch to relieve themselves on the course have given new meaning to the term scratch golfer. More than 22% of core golfers have been afflicted with poison ivy, oak or sumac on their arms, legs or groin while golfing, according to a new national survey conducted by būji, makers of skin care products for active bodies. **Ironically, because of the location of the affliction, many golfers have confused these symptoms with a dizzying array of diseases ranging from STD's to shingles.**

The survey found that poison ivy reactions are more than irritating to golfers; they are costing them strokes on the course and even missed opportunities to play the game. Over 12% of golfers have added strokes to their game and 11% have had to forfeit a day of golf as a result of the relentless itch and irritation of poison ivy.

"Poison ivy is the leading cause of allergic reactions in America. We knew it was a problem for golfers, but we were surprised to learn just how significant its impact is," says Cadey O'Leary, president and founder of būji, LLC. "Knowing poison ivy's prevalence, doesn't it make sense to protect yourself against it? You wouldn't venture out in humid areas without insect repellent, so why not take some precautions to protect yourself from the plants' wrath while on the course?"

Global warming plays another factor in the equation. According to a study conducted by Duke and Harvard University Scientists poison ivy grows faster and stronger as carbon dioxide levels in the atmosphere increase. Additionally, the CO2 driven vine also produces more urushiol, its rash causing chemical (the original study appeared in the *Proceedings of the National Academy of Sciences*).

The būji survey was conducted on-line specifically with golfers, ages 25-55, with 62% core golfers, hitting the course at least 20 times per year. Additional findings include:

- 46% have answered Nature's call while playing
- 66% believe it is acceptable or necessary to drink alcohol while playing (an interesting correlation between drinking and bathroom breaks).

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About būji: būji, LLC, wants people to get out and discover. Its products are designed to protect and condition the skin of active bodies, and the company supports initiatives that foster discovery and exploration. būji's premier products target the source of poison ivy/oak reactions and provide UVA/UVB sun protection. They are fragrance-free, dye-free, hypoallergenic and dermatologist- and pediatrician-tested and are sold nationally at Rite Aid or through www.bujiproducts.com. For more information, visit our web site or call 888-606-2854.