

büji to Help Sponsor Popular Geocaching Event

Geocaching combines high-technology with the great outdoors, resulting in an Internet-enabled treasure hunt that is drawing fans from across the globe. What may have began as a novel use for portable global positioning system (GPS) handheld devices; Geocaching has grown into a cultural phenomenon. That phenomenon will be celebrated this week, in the form of a 6-day event in which an expected 1,000 participants will meet and discuss Geocaching and all related topics, and spend hours walking in the woods to seek out a wide variety of hidden “caches” including “Geocoins”, logbooks to sign, and other treasures. The 2006 Midwest GeoBash begins July 3rd and runs through the 9th in Davisburg, Michigan.

While hunting off the beaten trail, some unlucky Geocachers will undoubtedly be exposed to poison ivy, poison oak, or poison sumac. Cade Laboratories (the makers of *büji* products) has helped sponsor this year's event by providing free samples of *büji*TM Wash in an effort to educate Geocachers on how to protect themselves from poison ivy and poison oak.

For further information about this year's Midwest GeoBash, visit <http://www.midwestgeobash.org>. For further information about the game of Geocaching, visit <http://www.geocaching.com>

About büji and Cade Laboratories: büjiTM outsmarts the outdoor elements with products that relieve, protect and condition the skin - thereby enhancing people's enjoyment of the outdoors. büji'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. büji is formulated and marketed by Cade Laboratories. Founded in 2004, the company uses smart, sophisticated science to create innovative skin care products that meet the needs of today's active consumer. Cade headquarters are located in Chicago, Illinois. For more information, visit www.bujiproducts.com or call 888-606-2854.

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