

## **NEW GLOBAL WARMING REPORT SHEDS LIGHT ON IMPORTANCE OF POISON IVY PREVENTION**

### **As World Temperatures Rise Poison Ivy May Grow Into Bigger, Itchier Nuisance**

CHICAGO – May 31, 2006 - A new report issued by scientists at Duke and Harvard University shows that as one of the major greenhouse gases—CO<sub>2</sub>—intensifies in the atmosphere a consequence may be a more potent and expansive form of poison ivy. It seems that CO<sub>2</sub> acts as a fertilizer of sorts for urushiol, the toxic oil found in poison ivy plants, causing them to not only grow more abundantly but to produce a more noxious form of urushiol.

This report demonstrates the growing need for people to take active precautions to minimize their risk of plant exposure. Cade Laboratories, makers of büji poison ivy products, offers the following recommendations:

1. Learn to recognize the plants and avoid them. There are countless online resources with detailed explanations on poison ivy plants.
2. Whenever possible, wear long clothing when heading out into areas where there may be poison ivy, oak or sumac.
3. Apply a poison ivy/oak barrier cream to exposed areas of the body before heading outdoors to decrease risk of allergic outbreaks. büji Block™ lotion forms a protective layer on your skin and features an SPF 20 sunscreen for added protection.
4. Wash all exposed areas thoroughly after possible exposure to the plants, taking special care to remove clothing, which can often be a prime carrier of urushiol oil. Specially formulated cleansers, such as büji™ Wash, are designed to remove urushiol oil anytime after exposure or breakout.

*About büji and Cade Laboratories: büji™ 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.bujjiproducts.com](http://www.bujjiproducts.com) or call 888-606-2854.*

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