



For Immediate Release
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shhh. Beauty BAR SIMPLIFIES AND REINVENTS GROOMING with a NEW SEXY Scent
Three-Way, All-Natural Beauty Bar for Shampooing, Showering and Shaving

(ST. PAUL, MINN.) shhh. is an all-natural beauty bar that is free of synthetics, preservatives, artificial fragrances and coloring. The bar is a “solid” product that is designed for shampooing, showering and shaving, making it a time and space-saver in the shower and money-saver for the pocketbook. Its unisex, sensual scent makes it enjoyable for both men and women. Containing an essential oil blend of ylang-ylang, sweet orange, jasmine and patchouli, among others each oil chosen for its arousal inducing properties. You’re welcome. The multipurpose, solid bar is ideal for travel because it meets TSA regulations and is perfect for gym and home use as well as camping and hiking. The packaging is 100% compostable and recyclable.

shhh.’s complete list of ingredients, all carefully chosen for their nourishing attributes:

- **Olive oil** conditions, heals and has antibacterial purposes
- **Castor seed oil** has fatty acids which nourish hair and prevent the scalp from drying by retaining moisture. It also has germicidal, insecticidal and fungicidal properties which help prevent hair loss
- **Coconut oil** retains moisture which keeps hair hydrated and soft to prevent breakage. The fatty acids in coconut oil serve as an antidandruff agent as well
- **Palm oil** is added for moisture, antioxidants and its antibacterial properties
- **Kukui nut oil** is used as a hair stimulant
- **Sweet almond oil** contains vitamin A, D and E, and essential minerals like magnesium and calcium that are easily absorbed by the skin
- **Jojoba oil** has natural, anti-fungal properties
- **Cocoa butter** has natural antioxidants that prevent rancidity and provide a velvety texture, pleasant fragrance and emollient properties

“After more than 20 years in the beauty industry, I realized that there wasn’t one product that could do three things effectively,” says Becky Sturm, creator of the shhh. beauty and grooming bar. “Not only does the shhh. bar save consumers money and time, but it’s all natural ingredients are better for the body and the environment which is a win-win for everyone.”

shhh. is available online in two different sizes, a 6 oz bar for \$17 and a 1.5 oz bar for \$5.

About 3WayBeauty

3WayBeauty is creating a niche market for healthier alternatives to today’s biggest brands. Featuring all-natural, sustainable and handcrafted products, 3WayBeauty is leading the industry in innovative and meaningful products for everyday use. 3WayBeauty’s owner, Becky Sturm, a St. Paul, MN native and owner of StormSister Spatique® has spent over 25 years in the salon and spa industry. Visit 3waybeauty.com for more information.