



February 11, 2014
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12,000 People Worldwide Will Get Real Clean With BigLather.com's Huge Giveaway Beginning Feb. 15. Come and Get 'Em!

The new BigLather.com™ brand soap sponge made a big splash at the 2014 Sustainable Living Fair, held Feb. 9 in Norfolk, Va. (USA), for its money-saving extreme-lather experience and environmental friendliness. Now the company, Virginia Beach, Va.-based En-Theos, **will take that money-saving friendliness to the hilt, launching a worldwide giveaway of 12,000 Big Lathers starting Feb. 15, 2014.** This includes free shipping to more than 187 countries.

Made of recyclable mesh within a patent-pending design, Big Lather™ delivers more bang for the soap-aisle buck while providing a luxurious, easy-to-use, skin-rejuvenating clean for children and adults.

Benefits include:

- Produces the biggest lather and keeps producing lather as you wash
- Can save users \$100 or more per year if they ditch liquid soap or body wash for bar soap
- Good for the environment – According to a November, 2012 article by Bill Chameides, dean of Duke University's Nicholas School of the Environment, liquid soap is not only “a bad environmental bet, it's a bad bet for your family budget.” Read more here: http://www.huffingtonpost.com/bill-chameides/chemical-marketplace-bar_b_2104678.html
- Easy to use – No more dropping slippery slimy bar soap. Big Lather makes holding bar soap easy, and hanging your Big Lather to dry between uses eliminates bar soap slime.
- Real clean – Bathing hardware and accessories can start growing mold in just eight days. Big Lather inhibits mold growth when rinsed and hung to dry between uses.

“We invented Big Lather to inspire people and have fun,” said Aldo DiBelardino, inventor, BigLather.com, USA. “The BigLather.com-brand soap sponge is good for the environment, saves money, is easy to use and provides the consumer with a real clean experience.” DiBelardino recalled a favorite reaction from one product tester, who claimed: “This thing makes too much lather . . .”

“The bottom line is that Big Lather is good for the environment and great for your health and family budget,” noted Ivan Lin, inventor, BigLather.com, China. Lin and DiBelardino call it “a patent-pending great idea that you will love using every day.”

“Don’t be fooled by copies,” the ardent entrepreneurs also urge. They encourage people to always be mindful to “support innovation by buying original products.”

Free giveaway begins Feb. 15 at www.biglather.com and will last for as long as supplies do.

Media Links:

Product and inventor photos: www.biglather.com/media

How-to-use video: www.biglather.com/faq-contact

Media samples: contact@biglather.com

Related invention: <http://www.x-itproducts.com>



BigLather.com inventors Ivan Lin (left) and Aldo DiBelardino