



FOR IMMEDIATE RELEASE

**BALLA POWDER, LLC, INTRODUCES 'BALLA' AND SETS OUT  
ON A MISSION TO POWDER SMOOTH CLEAN FRESHNESS  
ON THE NETHER-REGIONS OF MEN EVERYWHERE**

**The Revolutionary Men's Talcum Powder, Packaged In A Sexy Six Ounce  
Black Bottle - Is Now Available at [GroomingLounge.com](http://GroomingLounge.com) for \$15.00**

Coraopolis, PA – May 11<sup>th</sup>, 2005 – Balla Powder LLC, the leader in the revolution to end sweaty stickiness in the most sacred areas on a male body, announces the launch of *Balla*, a unique new line of men's talcum powder and the ambassador of bringing "smooth clean freshness to the nether-regions" of men everywhere.

Over the last decade, the male species has taken great strides in embracing products that improve their personal care and hygiene. However, with all the popular body sprays, colognes and miracle hair products, a few very important areas of the male anatomy have gone virtually uncared for. Balla Powder, LLC, now offers the solution and leads the way for men wanting a clean-feeling freshness in their underwear, all-day-long. *Balla!*

"Men have hygienically neglected the most important areas on their body for far too long, says Brodie Patten, Co-Founder of Balla Powder, LLC. "*Balla's* unique formula of talcum powder, topped off with a subtle masculine scent, brings an end to that unpleasantness in your short-ones. Just sprinkle and rub some *Balla* on your problem areas and enjoy a smooth fresh feeling down there that lasts for hours."

In addition to applying *Balla* to the most sensitive of sensitive areas, Balla Powder can be used virtually anywhere on the body. *Balla* can be purchased for \$15.00 at [www.groominglounge.com](http://www.groominglounge.com), the premiere destination for quality men's grooming products and advice. For more information on *Balla* and Balla Powder, LLC, visit: [www.ballapowder.com](http://www.ballapowder.com).

**About Balla Powder, LLC**

Balla Powder, LLC (<http://www.ballapowder.com>) was founded in February 2005. The company's first product is a new line of men's talcum powder, Balla Powder. The powder is packaged in a modern, black bottle and has a subtle, sexy, masculine fragrance. The powder can be used anywhere on the body to keep it dry and clean. And as the name hints, there is one specific region of the body for which use is recommended.



### **About The Grooming Lounge**

The Grooming Lounge is the country's premiere destination (<http://www.groominglounge.com>) for quality men's grooming products and advice. Whether a man is looking for a new shaving regimen, a hair product, a skincare solution or a way to deal with an embarrassing problem, the Grooming Lounge can help. In 2002, the Grooming Lounge took its operations offline with the opening of a flagship store in Washington D.C. The store combines the appeal of a classic barbershop with the modern amenities of a men's health spa -- offering everything from hot lather shaves and haircuts to business manicures and massages.

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