



PerpetualMotionSport.com

Satisfy Your Thirsty Skin™

FOR IMMEDIATE RELEASE

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SELECT AMENITIES LAUNCHES PERPETUAL MOTION SPORT™ BRAND

(Hockessin, DE – February 1, 2002) – Delaware-based Select Amenities, Ltd., has just introduced the Perpetual Motion Sport™ line of skin-care products for athletes. The line includes Beeswax Lip Balm with sunscreen, peppermint & eucalyptus Foot Lotion, rehydrating Recovery Lotion, Hair & Body Shampoo, and Bayberry Bath Soap.

Enriched with key emollients like aloe vera, jojoba oil, almond oil, and glycerin, Perpetual Motion Sport™ products help to soften and soothe the rough, dry skin caused by exercise, harsh climate, and travel. The packaging is designed to appeal to active men and women and carries the slogan “Satisfy Your Thirsty Skin™.” The full line of products is available through a growing list of specialty sporting goods and other distinctive retailers as well as the company website, www.perpetualmotionsport.com.

Select Amenities was founded in 1993 as a supplier of quality personal-care products for travelers. Company founder and president Vince McIntosh is an avid runner, competing in road races from 5K to marathon distances and is active with his locally as president of Pike Creek Valley Running Club. “With a background in the personal-care industry, it was a natural progression for me to create the Perpetual Motion Sport™ line to serve the ever expanding community of runners, cyclists, swimmers, etc.,” he states.

In addition to the retail line, the company is also offering the products in trial sizes for use in corporate sports marketing, fund raising programs for teams and clubs and for “gift with purchase” promotions in the sport apparel industry. An example is a “foot comfort kit” created for Saucony, a major running shoe company, for use in marketing a new line of shoes. Another project just completed involved a custom-packaged Beeswax Lip Balm celebrating the 25th anniversary of Moving Comfort, a major women’s sport apparel company.

Besides being excited about the prospects for the Perpetual Motion Sport line, McIntosh is pleased to have the product warehousing and fulfillment handled by the Opportunity Center Incorporated of Wilmington, Delaware. He reports, “Not only does OCI employ people with disabilities, it afford us a high-quality, adaptable support team in an economy that requires a small business to be especially nimble!”

For more information please contact Vince McIntosh at 800-234-9294.

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