

Right in the Kisser

Kids Launch New Line of Lip Balm



Look out inventors, there is a new kid in town: the kidpreneur.

Just ask the Sandler sisters. Lily and Melanie, ages 12 and 10, are the founders and designers of BLAMtastic, a line of kid-friendly, natural lip balm.

In 2007 Renee Sandler read that only 12 of the Fortune 500 CEO's were women. She decided that her daughters would know they could do anything. Renee challenged the girls to create a business and BLAMtastic was born.

Not only did the girls come up with fun flavors of lip balm for both girls and boys, they also set an industry standard with BLAMtastic – no preservatives, no petroleum, no animal testing.

In a blind test, BLAMtastic beat Lip Smackers, Burt's Bees and Chapstick.

It's also made in the United States.

"It's cheaper to manufacturer in foreign countries," the kidpreneurs say. "It's more profitable for our competitors. Not only is that bad for the United States economy but how do you know for sure that our competitors' lip balms, made in some mystery factory overseas, are safe?"

Renee notes that many cosmetics and lip balms use parabens, synthetic preservatives that mimic estrogen and have been known to cause hormone disruption in people.

"I don't even need to tell you why we are adamant about keeping this preservative far away from our BIAM," she says on the Web Site. "We are confident that our Blam is so yummy and effective that it won't last long enough to need a preservative."

The lip balm has received accolades from *Creative Child Magazine* and the Parent Tested Parent Approved organization.

Visit www.blamtastic.com