

FOR IMMEDIATE RELEASE:

Minnesota author, Kelly Lucente Chases 'Monsters' Away with Bye Bye Monster; Joey's Adventure on Monster Street storybook, organic monster spray, and plush monster.

MINNEAPOLIS, Minn., January, 2009 — What's all-natural, comes in a plastic bottle, and has the power to chase away monsters? Bye Bye Monster Room Spray — a soothing spray made with essential oils that help induce sleep — wards off the worst nighttime fears by providing little ones with a sense of control, enabling a better night's sleep. Bye Bye Monster Room Spray is just one piece of a complete bedtime solution for children aged 4-12 who suffer from nighttime fear by Your Thyme, Inc. (www.byebyemonstershop.com), a Minnesota-based company with a mission of creating peace of mind in today's world of impure ingredients. The children's spray is now available with a new, beautifully illustrated book, "Bye Bye Monster; Joey's Adventure on Monster Street," an engaging tale about a little boy and his monster friend, 'Barley' who helps children control their fears. Plus, Your Thyme, Inc. is now selling a cuddly, stuffed 'Barley' monster to complement the clever book and spray.

"All children go through a developmental phase of their life where they experience fears. Many of these fears manifest at night when it's time for bed," says Kelly Lucente, founder of Your Thyme, Inc. and author of Bye Bye Monster; Joey's Adventure on Monster Street. "When my son was young, I couldn't find anything on the market that would help him, so after doing a ton of research, I came up with my own solution. What I found was that many children are facing the same fears my son faced, so I decided to create something that would help empower these little people. Spraying around my son's room at night became a ritual and the essential oils I chose for the spray helped to calm him naturally. Bye Bye Monster Room Spray quickly became my best seller, so it was only natural to expand on its success by offering a story book and comforting stuffed monster. Obviously, it's the storybook that ties the other two pieces together. The great thing about my book is that it doesn't introduce new fears, but takes a little boy on a fun nighttime adventure and teaches him how easy it is to control the fear he has. My test marketing has proven that the book has been very empowering for children and they love to snuggle with 'Barley', the friendly monster which is their comfort."

In addition to these and other exciting children's products, Your Thyme, Inc. sells household cleaners, insect repellent, and room and bed sprays for adults. All the products are made with essential oils, and when used as directed, completely safe. This is crucial because Your Thyme, Inc.'s offerings are a direct reaction to a marketplace saturated with dangerous household products.

"My good friend and business consultant, Mary Horan, has done extensive research in the field of aromatherapy and discovered that many popular products contain hazardous chemicals," Lucente says. "My son had allergies as a small child, and, like many people, he was sensitive to even small amounts of these dangerous ingredients. Additionally, research shows that the air in an average American home has chemical contamination levels 3 to 5 times greater than outdoor air. Through my company I want to educate people on the dangers of the products they are using in their homes and give them a natural alternative. The consumer response has been amazing! People love what we're doing."

About Your Thyme, Inc.

Working out of her kitchen, making products with all-natural ingredients and pure essential oils, Kelly Lucente founded Your Thyme Inc. in 2004. Today, this successful online business features all-natural room and linen sprays, insect repellent, household cleaners and more. Creating peace of mind in today's world of impure ingredients, Your Thyme, Inc. is a Minnesota-based, independent company offering an ever-expanding collection of safe and healthy products for children and adults.

For more information, visit: <http://www.byebyemonstershop.com>.

Contact:

Kelly Lucente
Your Thyme, Inc.
612.889.3365
kellucente@gmail.com
<http://www.ByeByeMonsterShop.com>