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For Immediate Release

**Bye Bye Shop debuts Two New Organic Children's Products
at Minnesota State Fair**

Plymouth, MINNESOTA— August 17, 2011— Bye Bye Shop (<http://www.byebishop.com>) announced today that they would debut two new organic products, Hello Slumber™ and Hello Happy™, at the Minnesota State Fair Grandstand (booth #84, main floor, center aisle), August 25 – September 5.

Hello Slumber™ is an organic linen spray crafted with essential oils known to help aid sleep and designed to help children who have trouble falling asleep. Hello Happy™ is a spray that contains oils that lifts moods and brightens spirits, and is perfect for any child having a grumpy day.

“We’re extremely excited to expand our line of products for children ages 3-14 that address what children deal with as they grow, in this case insomnia and bad moods,” said Minnesota entrepreneur Kelly Lucente. “With millions of children and their families who go through the Grandstand, it made perfect sense to debut Hello Slumber™ and Hello Happy™ at the Minnesota State Fair. We can’t wait to see how people respond to our new offerings.”

These two new sprays join Bye Bye Monster®, the best-selling complete bedtime solution for children who struggle with fear at bedtime, Bye Bye Germs™, organic anti-viral spray, and Bye Bye Bugs™, organic insect repellent.

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About Bye Bye Shop:

The Bye Bye Shop is a woman owned, mom-run company based in Plymouth, MN that creates organic children's products with a heartfelt philosophy promoting healthy living using all-natural ingredients.