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FOR IMMEDIATE RELEASE

NEW FRESH ASSIST™ CLEANSING SPRAY TAKES A SWIPE AT THE WET WIPES MARKET
Environmentally Friendly, Non-irritating Spray is a Safe and Effective Backside Cleanser

Richmond, VA (February 03, 2016) – People of all ages have a new way to Get Clean in Between™ with the launch of Fresh Assist™, a unique cleansing, soothing, non-irritating and proprietary product that you simply spray on toilet paper to improve the backside cleaning process. It turns almost any toilet paper into a wipe that can be safely flushed away, so it won't cause damage to plumbing and septic systems and does not clog municipal sewage plants.

“I was frustrated with the current products on the market used to clean your butt after a bowel movement,” said Howard Deskin, Founder and CEO of Fresh Assist. “My family started using baby wipes and personal wipes a few years ago. I had to uncouple my kids’ bathroom toilet from the floor more than once, take it outside and run a hose through it to flush out a stuck wet wipe or two. I decided there had to be a better way.” It took Deskin a few years to perfect the formula, and needless to say many painful experiments.

The product is currently available on Amazon and comes in two scents — Soothing Lavender and Cooling Chamomile — in a 2-ounce bottle that on average will last a month for a regular user. Fresh Assist retails for \$15.99 for a two-pack, \$8.99 for singles. Deskin hopes to secure shelf space in environmentally friendly retailers across the country in coming months.

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

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