

FOR IMMEDIATE RELEASE

Eliminate Embarrassing Underarm Wetness, Yellow Stains and Odour beconfident™ UNDERARM LINERS Launched Exclusively at Shoppers Drug Mart

Milton, Ontario, March 2010 - Niche Brands Inc. launched beconfident™ UNDERARM LINERS exclusively at Shoppers Drug Mart and Pharmaprix stores nationally this month to eliminate the embarrassing underarm wetness, yellow stains and odour for the Canadian women who feel that they produce too much underarm sweat.

According to Lisa J. Pieretti, Executive Director of the International Hyperhidrosis Society www.SweatHelp.org, "up to 3% of the global population has been diagnosed with Hyperhidrosis, a condition known for excessive sweating beyond what is necessary to cool the body. In addition, research from our *2008 Sweat Survey* discovered that 33 percent of U.S. adults think they produce too much underarm sweat".

Underarm sweat marks can be very embarrassing, and can happen at the most inconvenient times - in a business meeting, on a date, in a job interview, or during a special occasion. If you have ever been faced with a situation like this, beconfident™ UNDERARM LINERS are here to help.

These individually wrapped liners are soft, thin, comfortable and discreet, and come in 3 styles depending on the type of shirt a woman is wearing – Full Sleeve, Short Sleeve and Sleeveless. The self adhesive liners are attached to the inside of a woman's shirt, and provide added protection when used alone or in conjunction with deodorant or antiperspirant, and offer the following benefits:

- Eliminate embarrassing underarm wetness marks by absorbing the sweat before it hits your clothes.
- Eliminate those nasty yellow "pit" stains on white or light coloured clothing by creating a barrier between your antiperspirant and clothing.
- Eliminate odour by absorbing the excess underarm sweat which would typically lead to underarm odour caused by the bacteria in the armpit.

Co-founders Renee and Jason Jacobs created beconfident™ UNDERARM LINERS after a family members desperate plea to develop a product to help her with those "embarrassing pit marks". Renee notes "after we began researching the problem further we were shocked to see the emotional effect it has on women. We had heard countless stories of women avoiding situations at work and in social settings where someone could see their underarm sweat marks. In addition, we have all ruined a beautiful new shirt that turned yellow under the arms, so this product helped women solve two problems – eliminating their embarrassing underarm wetness marks, and saving their white or light coloured clothing."

beconfident™ UNDERARM LINERS are available nationally at Shoppers Drug Mart and Pharmaprix stores or online at www.beconfident.ca.

For additional information please contact Jason Jacobs, President, Niche Brands Inc. at 905.299.5358, or by email at jason@nichebrands.ca

Niche Brands Inc. is a 14 year old Canadian corporation specializing in offering Canadian consumers with niche or differentiated products. In addition to beconfident™ UNDERARM LINERS, the company also created Sweet Nothings www.sweetnothings.ca, a line of No Sugar Added candy products for Canadians with diabetes, or people reducing their sugar intake that is sold nationally in drug, grocery and mass merchandise stores.

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