

IMMEDIATE RELEASE

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Good Girls Go Au Natural!

(New York, New York - September 14, 2010) GoodGirlPR proudly welcomes Pooka Pure & Simple to its growing roster. The African-American female owned bath and body care company creates handmade products made with natural oils, vitamins and minerals. Must have items include Whipped Cream, an all over body moisturizer and the Nectar Hair Oil & Treatment. GoodGirlPR will develop and implement strategies that will increase visibility and further connect the brand with its customer base.

In an age where consumers are more mindful of product ingredients, Pooka Pure & Simple has etched a mark within in the beauty industry by providing a natural, chemical free alternative. The company's popularity has steadily grown and this partnership will play a major role in strengthening the brand. Dawn Fitch, President of Pooka Pure & Simple states, "We started Pooka nine years ago and the growth has been amazing. We believe in good products that are good for you. Our motto is, 'something good for your skin to eat!' We've gone from making products in the kitchen to having our own warehouse and selling the products in various Whole Foods markets. We made the decision to retain GoodGirlPR because we knew it was time to expand the brand, and they were the ones who could do it!"

About Pooka, Inc.

Creator and founder Dawn Fitch's passion for aromatherapy and a desire to adapt a healthy lifestyle was the inspiration behind Pooka, Inc. In 2002, Dawn and her team of Pookalitas, (a term of endearment coined by her mother) turned a simple idea into a successful business venture. The Pooka Pure & Simple line includes body and hair care products and soy candles. In 2009, the company introduced Pooka Girl, which offers products exclusively for girls. In an effort to give back, the Pooka Give Back Program was established to honor charitable organizations that touch those in need. For information about Pooka, Inc., please visit www.pookapureandsimple.com.

About GoodGirlPR

GoodGirlPR is a public relations firm which specializes in the execution of powerful and persuasive publicity campaign strategies that are not only innovative, but creative and cost effective as well. Valuing clients and their goals is what makes this firm stand above the rest. Our duty is to help build our client's brand and give the brand ultimate exposure through events, media resources and effective digital marketing campaigns. We specialize in business, entertainment, beauty, fashion and digital PR. GoodGirlPR recently launched its beauty division and is excited about upcoming initiatives.