



2011 Media Coverage



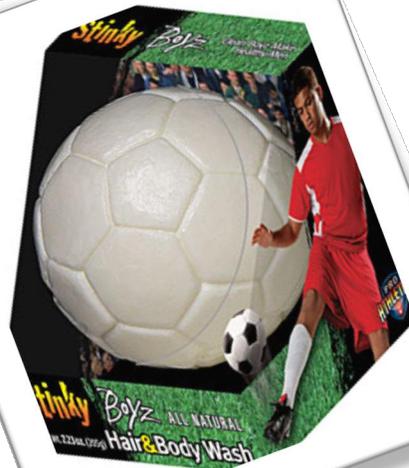


January 2011

Let Your “Stinky” Boys Get Clean with Stinky Boyz

As a wife and mother of all boys, including a preteen, I am always promoting cleanliness and hygiene. With a house full of men, things can get quite "stinky". :) Even though sports are necessary to keep boys active and involved, it does require proper hygiene habits to continue a healthy lifestyle. Stinky Boyz is a line of all natural hygiene products for boys and young men designed to promote good hygiene, cleaning, and overall skin & body care.

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January 2011

Economy may stink but not her business

'Great Recession' no deterrent to some hearty entrepreneurs.



Gelin thinks she's found a niche market — boys between ages 6 and 18 and parents who have had the same hassle she had with her sons.

Soap that looks like basketballs, footballs, soccer balls and baseballs for her targeted market - boys. She says that boys between 6 and 18 are an untapped market for personal hygiene products. Her product is called Stinky Boyz.

"Every time they come in from playing ball, it's a chore to get them to drop the ball and get in the shower. With this, they can take the ball in there with them", says Gelin.

Circulation: 182,000

HealthNewsDigest.com

January 2011

Each product is created with natural ingredients that are less harsh than those used in adult-hygiene products. Also, these ingredients soothe and do not irritate sensitive skin types. A vital ingredient is the black seed, which contains healthy properties that aid the body's immune system. Each product contains mild and aromatically soothing scents that are not overpowering to a boy's



Good Morning Atlanta



February 2011

Woman Creates Product for 'Stinky Boyz'

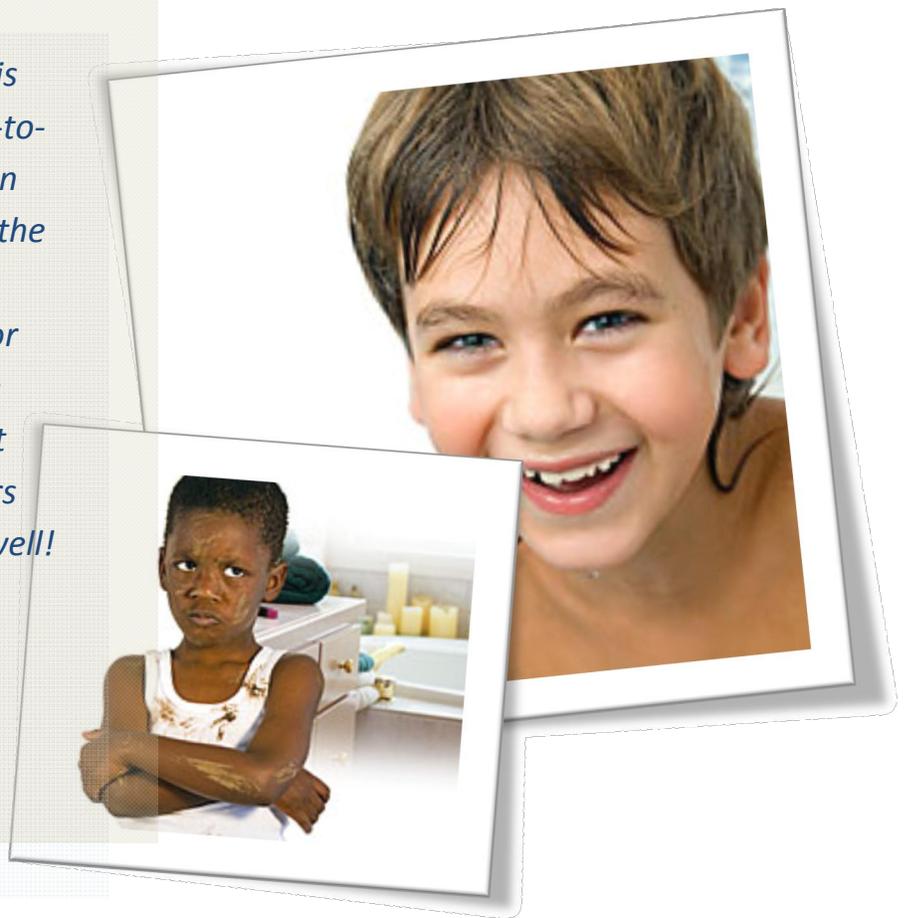


What Gelin came up with is Stinky Boyz -- a soap and shampoo product in the shape of sports balls to encourage kids to clean up. It's a simple concept, but one that several purchasers have seen work for themselves.



February 2011

Although Stinky Boyz is made for boys ages 8-to-18, we found that even younger kids enjoyed the product (and it made getting clean easier for little hands). We were surprised to learn that some of our girl testers liked this concept as well!





March 2011

THE CLEANUP ACT

Fairburn entrepreneur **Marie C. Gelin**, creator of Stinky Boyz natural hygiene products for boys and young men, used her financial situation to "reinvent herself" and create a successful career. In 2007, as many struggled with an ailing economy, Gelin saw her match-making and real estate businesses falter.

Gelin, who had watched her sister struggle to make her young boys shower, took a simple idea of creating sports-shaped soaps, and turned it into a hygiene phenomenon with active kids. "This was an untapped and overlooked market, and boys needed something to call their own," she says. "We're now creating great hygiene habits at a young age." In 2008, a partner joined the team and provided the financial backing Gelin needed to jump-start her idea. "I am a spiritual person. If you think big, big things will happen," she says. "To see a stranger come invest in me, it was a miracle. Sometimes you have to go down to come back up. To see this product come to life from just a



drawing, that can't be anything but having faith in yourself and your Heavenly Father."

Stinky Boyz, which includes a line of soccer, baseball, basketball and football-shaped shampoos with conditioner, is set to have a deodorant come out this spring. But Gelin isn't stopping there. "It's really making a difference, and I love to hear stories from parents," Gelin says. "Stinky Girlz will be out in 2012!"

It's really making a difference...

Entrepreneur®

May 2011

A Mom Sees and Fills a Need in the Marketplace: Personal Hygiene Products for Boys

How an Atlanta entrepreneur launched Stinky Boyz, a line of sports-themed natural shampoos and body washes

"Boys are a truly deprived market," Gelin says. Most boys share their deodorant and body washes with their father or end up using their mother's products, she says. The inspiration for a solid product came from Gelin's experience with her son, who would squirt her shampoo and body wash all over the shower: "a major waste."





Circulation:525,000

Other media appearances

Charlotte
PARENT



Your conscious life
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