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The maker's of Boy Butter Lubricants proudly present: You'll Never Know It Isn't Boy Butter, the world's first water based cream form personal lubricant. The first cream lubricant on the market totally water based and latex condom safe!! This formula actually improves safe sex!!

**You'll Never Know It Isn't Boy Butter
A Revolution in Personal Lubricants**

You'll Never Know It Isn't Boy Butter is a totally water-based cream lubricant which is latex safe and gentle to use internally for both men and women.



Boy Butter Lubricants

Boy Butter Lubricant is a coconut oil based cream lubricant which will last as long as you want and washes off with just water.

ADULT: June 30: Boy Butter Launches First Gay Personal Lubricant TV Commercial

The maker of the popular Boy Butter and Lucky personal lubricant lines is launching the first Gay Personal Lubricant Ad on Bravo Television starting June 30. This is a little bit of Gay TV history.

Media Advisory

CALABASAS, Calif./EWorldWire/June 29, 2008 --- BBL LLC, maker of the popular Boy Butter lubricant line, is launching the first Gay Personal Lubricant Ad on Television starting June 30.

The 30-sec spot set to air in 330,000 households throughout the Los Angeles area on Monday, June 30. The TV commercial is actually two, 15-sec commercial spots back to back. The first spot is for Boy Butter Personal Lubricants, a creamy lubricant targeting the Gay market. The second 15-sec spot is for Lucky Personal Lubricant, the doctor recommended line that targets the female market.

"Bravo is the perfect channel for these commercials and the best platform for a little bit of Gay TV history," says Boy Butter and Lucky creator Eyal Feldman. "With shows like Kathy Griffin's My Life on the D-List and Project Runway, gay and women friendly programming like these are absolutely perfect for spreading the word to my target demographic groups."

To view the commercials, visit the Boy Butter/Lucky page at YouTube.com ('http://www.youtube.com/watch?v=Ef_iRySzuL8'). For additional information and images of the Boy Butter family of lubricants, visit the company Web sites, 'http://www.boybutter.com' and 'http://www.lucky lubes.com'.

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CONTACT:

Eyal Feldman

BBL LLC

23679 Calabasas Rd #676

Calabasas, CA 91302

PHONE. 818-888-6825

EMAIL: eyal@boybutterlubes.com

<http://www.boybutter.com>

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