

P.O. Box 20692
Indianapolis, IN 46220

Ph: 877-346-0951
Fax: 317-731-6544
Email: info@chopsaver.com
Web: www.chopsaver.com

ChopSaver For People with Lips!



From Kitchen to Concert Hall to a Store Near You Local Product Takes a Bow at Midwest **Kroger** Locations

FOR IMMEDIATE RELEASE:

Professional trumpeter Dan Gosling knew he had solved a problem for thousands of musicians around the world when he created the formula for ChopSaver® lip balm. His all-natural, herbal formulation is now available at select Midwest Kroger stores.

Indianapolis, IN. – October 1, 2011 – ChopSaver lip balm, the brainchild of Indianapolis-based professional trumpeter Dan Gosling, is now available at select **Kroger** stores. The product is now stocked in 128 **Kroger** locations throughout Indiana, Illinois, Missouri, Ohio and Michigan.

“No one is fussier about their lips than people who actually use them on a daily basis, especially those who rely on them for their livelihood,” explains Gosling, CEO of Good for the Goose Products, LLC, the parent company of the ChopSaver line. “I knew that ChopSaver was the answer for the tired, abused lips that trumpeters, flutists and other musicians have to cope with. And I knew that, if I could meet their needs, I could meet just about anyone’s.”

Doctors also have been singing the praises of this musically inspired invention, especially those who prescribe medications that dry the mouth and lips. “ChopSaver is the best lip balm I have ever tried, and my patients agree” says Jo Bohannon-Grant, MD, a Midlothian, Va., dermatologist. “It magically stays put and lasts a long time without being waxy.”

Previously available through music stores and other specialty retailers including doctor’s offices, ChopSaver looks forward to its mass-retail debut. “We know consumers demand high value and high quality, and we know that ChopSaver delivers” Gosling says. “We’re thrilled with the opportunity **Kroger** has given us, and look forward to serving a wider demographic as we introduce the product outside the music world.”

About ChopSaver and Good for the Goose Products, LLC:

ChopSaver is an all-natural, herbal lip balm created by professional trumpeter Dan Gosling. It combines all natural moisturizers with the goodness of herbs to create a product unique in the industry for soothing all lip-related problems. Used and endorsed by the greatest musicians in the world, ChopSaver is now recommended by dermatologists and other medical professionals for their patients with chronic lip dryness caused by illness or medications.

Contact:

Dan Gosling – CEO, Good for the Goose Products, LLC and creator of ChopSaver lip balm
877-346-0951 (toll free) 317-362-2092 (mobile)

www.chopsaver.com
info@chopsaver.com

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Linda Spencer, MD
Spencer Dermatology Associates
Crawfordsville, IN

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