

For Immediate Release:

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**For Me, Not You: New T-shirt Line
Inspires Positive Intention from the Inside Out**

Santa Monica, Calif., December 8, 2008—For Me, Not You today announced the launch of its inspirational 100 percent organic cotton T-shirt line designed to cultivate positive intention and inspiration for the wearer. The shirts' positive messages and beautiful designs are printed on the inside of the shirts, with the intricate artwork intentionally facing the wearer's heart. When looking in the mirror, the words and artwork serve as a reminder of the positive intention and message that is meant for the wearer alone—hence the name, "For Me, Not You."

The T-shirt design was inspired by Dr. Marasu Emoto, author of Messages From Water, whose work demonstrates the power of words and music on water. Dr. Emoto discovered that crystals formed in frozen water reveal changes when specific, concentrated thoughts are directed toward them. Positive words and sounds created intricately beautiful crystals when the water was frozen while negative words and sounds created distorted, ugly crystals.

Designer Debbie Spears took the experiment a step further when she theorized that concentrated thoughts and words would have a similar effect on people, as the human body is nearly 70 percent water. From this idea, For Me, Not You was born.

For Me, Not You T-shirts feature personal affirmations such as "Peace/Harmony," "Love/Gratitude," "Thank you," "Good Fortune," "Abundance/Prosperity," "Well being," "Energy/Vitality" and "Strength/Honor."

"Most people wear T-shirts with the messages facing others, and many of the messages today are negative. Are these the messages you really want to put out to the world?" explains Spears. "I believe we need to be more aware of what we are putting on our bodies and how that affects us—and the people around us. Peace starts from within."

The 100 percent organic cotton shirts are available in women's and men's sizes S-XL, in short sleeve and tank top versions. Shirts can be purchased online at www.formenotyou.com at the suggested retail price of \$28.

For information on bulk or wholesale orders, contact Debbie Spears at 310-866-3204 or Debbie@truestwestcreative.com.

For more information on the launch of For Me, Not You please contact Kristen Pulsifer by **phone** at 310-913-5155, **e-mail** at kristen@modernhealthcomm.com or visit the **Website** at <http://www.formentoyou.com>.