

FOR MORE INFORMATION

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Chocolate Prescription Refills at Mickey Fine

b. sweets® Chocolate Rx™ Collection, The 365 Day-a-Year Indulgence at Mickey Fine

May 2005, Beverly Hills, CA – Mickey Fine Pharmacy & Grill, the classic, full-service pharmacy and soda fountain frequented by the entertainment community, located at 433 N. Roxbury Drive in Beverly Hills, is expanding its mini-boutique of **b. sweets® Chocolate Rx™** products. According to Jeff Gross, the owner of Mickey Fine, "Our discerning customers love the concept of Chocolate Rx so much that we have decided to make it a key part of our year-round candy and gift department. b.sweets chocolate treats are perfect for summertime celebrations whether they be shared for television season finales or evening fetes outdoors with girlfriends." **Chocolate Rx™** is available exclusively in Beverly Hills at The Mickey Fine Pharmacy.

Chocolate Rx™

The candy line was developed with the feeling that any self-diagnosed problem can be treated the right way...*sweetly*." The **Chocolate Rx™** collection is created straight from the heart and is meant to embrace the idea that no one should take themselves too seriously, and a little fun...and a little chocolate...is always therapeutic. The right time for a sweet dose of **Chocolate Rx™**? Wedding planning stress, mother-in-law drama, rough day at work, break-up with a boyfriend or anytime you want your girlfriends around.

Keeping with the playful theme, each of the goodies has a memorable name specially created for the moments when only self-indulgence will do.

- **positively twisted™** crispy salted pretzels
- **nutty moment™** peanut butter crunch bars
- **crackin' up™** classic grahams
- **pillow talk™** melt-in-your-mouth marshmallows

b.sweets® Chocolate Rx™ is packaged in a hip, stylish, girlie-girl way. The full-sized treats are wrapped in a cotton candy pink, baby blue and chocolate brown striped box with the therapeutic theme centered inside an oval with the b.sweets® logo. It's a gift-within-a-gift. The candy is sold as a sampler collection (a mix of each of the four treats) and also individually. The suggested retail price for the 12 oz sampler is \$26.95 and the 6 oz sampler is \$13.95. The suggested retail price for each of individual boxes is \$15.95.

About b. sweets®

Created for women by two pairs of sisters with chocolate running through their veins, **b.sweets®** is an all-American collection of classic comfort treats, smothered in rich milk-chocolate.

Erica, Shelly, Bree and Lindsay Bashour, all cousins, have always dreamed of creating a chocolate company with a fresh, new twist after watching their parents run the family's candy business. With **b.sweets®**, these successful and charming entrepreneurs have brought their talents "home" to create spirited chocolate collections based on a thoughtful theme. **b.sweets®** is available online at www.bsweets.com and local specialty stores.

About Mickey Fine

Independently owned and operated by third generation pharmacy owner, Jeff Gross, Mickey Fine is known for its exceptional service and broad array of offerings. In keeping with the Hollywood nostalgia, Mickey Fine is also home to The Mickey Fine Grill, a quaint luncheonette where customers can have a grilled cheese sandwich and a fountain soda while they wait for their prescription.

Mickey Fine Pharmacy and Grill is located at 433 N. Roxbury Drive in Beverly Hills. It is open Monday-Thursday 8:30am-6:30pm, Friday 8:30am-6pm and Saturdays from 9am-2pm. For more information, please go to www.mickeyfine.com or call 310.271.6123

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