

FOR IMMEDIATE RELEASE

Beach Body Butter® Officially Trademarked · Launches 7-Day Sales Challenge

Jacksonville, FL · September 22, 2025 · In My Mind, I'm Already Retired, LLC, DBA Beach Body Butter®

To celebrate this milestone, the brand is launching a 7-Day Sales Challenge with a goal of reaching 1 million sales.

·This trademark is more than a legal milestone · it's a symbol of our growth, our values, and our commitment to our customers.

Beach Body Butter® is available for purchase on SHEIN: <https://us.shein.com/ark/5231?test=5051>

For more information, visit [www.beachbodybutter.com](http://www.beachbodybutter.com) or follow @beachbodybutter on Instagram, Facebook, and TikTok.

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