



Balm Chicky Balm Balm Entrepreneurs Give Sharks “The Friend End”™ on ABC's “Shark Tank” During Sweeps

Patent Holders from Portland and Denver Put Lip Balm on a Shark and Try to Tame Even the Most Ferocious of Lips Into Supple Submission.

PORTLAND, OREGON, UNITED STATES, January 28, 2015 /EINPresswire.com/ -- [Balm Chicky Balm Balm](#)



With Balm Chicky Balm Balm and The Friend End, you can keep your lips sacred and germ free, while still being kind enough to share your soothing lip care with others.

Liz Moskow

[Balm Balm](#) is the only brand of all-natural lip balm to feature "The Friend End" tube. The Friend End helps consumers share lip relief without sharing germs. With The Friend End, users can reserve the main side of the tube for themselves while sharing the opposite end filled with a separate pot of balm for any opportunistic friends who ask to borrow some.

“Balm Chicky Balm Balm solves the main problem with balm sharing,” said co-founder Liz Moskow. “With Balm Chicky Balm Balm and The Friend End, you can keep your lips sacred and germ free, while still being kind enough to share

your soothing lip care with others. In essence, we’re the benevolent balm.”

Liz Moskow and Abby Schwalb, inventors and patent-holders of The Friend End, launched the lip balm company to prove the effectiveness of their tube concept, which has larger application opportunities across the prestige cosmetic, personal care and craft markets.

“Initially, Balm Chicky Balm Balm was just a fun way to prove the concept of the Friend End tube,” said co-founder Abby Schwalb, “but it quickly grew legs of its own with the ultra-catchy, 70's bass line mantra: “BALM CHICKY BALM BALM!”

“Pitching to the Sharks was a surreal, once in a lifetime experience.” Says Moskow. “ABC receives thousands of applications each season so being selected and then aired reinforced to us that we indeed have something special with Balm Chicky Balm Balm.”

Moskow and Schwalb will appear on “Shark Tank” on TUESDAY, FEBRUARY 3 (8:00-9:00 p.m., ET) on the ABC Television Network, to pitch Balm Chicky Balm Balm and showcase The Friend End tube.

About Balm Chicky Inc.

Balm Chicky Balm Balm is a lip balm that celebrates the glory days of feathered hair, roller disco, and onesie jumpsuits. Spread our luscious balm across your lips, share the lip love with our Friend End tube, then strut your stuff to your very own bass line. Balm Chicky Balm Balm! Moistening Lips,

Everywhere! www.balmchicky.com

About The Friend End

The Friend End tube concept is a patented packaging technology available for licensing for most any cosmetic, personal care or craft product. Differentiate your product with The Friend End Technology. www.thefriendend.com

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