Oh Baby, Baby!

Salt-N-Pepa snowboards help Lifebeat.

January 8, 2014 By Trent Straube

Burton Snowboards teamed up with Lifebeat, Music Fights HIV/AIDS to create a women's snowboard and prevention campaign that will p-p-push it real good to the youth on the slopes. (Lifebeat educates about the virus, and the snowboards bring awareness to the cause.) Why choose an '80s hip-hop duo for a graphic design? "Simply put, Salt-N-Pepa are badass," says Burton president Donna Carpenter. "So working with them on one of the most badass boards on our line, the Lip-Stick Restricted, was the perfect fit." Now that's keepin' it real.

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