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ESSENTUAL BRANDS LAUNCHES INNOVATIVE PRODUCT WEBSITES

PHOENIX (October 10, 2005) – Esscentual Brands, LLC proudly announces the launch of their new product websites, www.myclaireburke.com, www.myvitabath.com, and www.myexpressives.com.

Esscentual Brands is the parent company of **Claire Burke®** fine home fragrance products, **Vitabath** luxury skincare products, and **Vitabath Expressives**, a trendy, teen skincare line. The development of the state-of-the-art websites is right in step with the company's recent product makeover and re-launch of Claire Burke, which underwent a product, packaging and fragrance makeover in Spring 2005.

"We are constantly developing exciting new fragrances and product forms to entice and delight our consumers," says Mark Grodsky, President of Esscentual Brands. "We wanted our websites to please our customers as well. Not only do they reflect the vibrant personality that each of our brands embodies, but they are easy to navigate, and allow consumers to shop quickly."

Each product website features special web pricing, feature products, shop by scent or shop by product features, and gift ideas along with monthly online specials. Users can also sign up to receive special web offers available online exclusively.

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The websites were designed and developed in conjunction with The Lavidge Company, Mighty Interactive, and TecServ, Inc.

In March 2003, Esscentual Brands, LLC became the consumer product company of Claire Burke® and Vitabath®, two well-established brands in the home fragrance and personal care industry. Esscentual Brands is located in Scottsdale, Arizona. Vitabath and Claire Burke products are available in premium retailers such as department stores and select gift stores nationwide.

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