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CLAIRE BURKE® CELEBRATES A SEASON OF SCENTS
LIGHT-UP THE HOLIDAYS WITH CHRISTMAS MEMORIES AND OH CHRISTMAS TREE

PHOENIX (October 17, 2005) – Claire Burke® lights the joys of the holidays with ***Christmas Memories®*** and ***Oh Christmas Tree®***, two long-time holiday favorites.

Nothing captures the essence of a festive holiday home like the celebrated fragrance of Christmas Memories by Claire Burke. A consumer favorite for decades, it has become a holiday tradition itself.

The memory of sitting around a decorated tree and opening gifts on Christmas day is captured in the fragrance, *Oh Christmas Tree*. The richness of patchouli and the warmth of golden amber blended with white pine enhance the bold fragrance of a freshly cut evergreen. For more than ten years this invigorating fragrance has been a popular favorite, festively filling the air with the crisp scent of the tree.

“Scents, no matter what season, recall memories for everyone,” says Mark Grodsky, President of Esscentual Brands, parent company to Claire Burke. “Claire Burke is known for evoking and making new memories through our highly fragranced line of scents; Claire Burke products are truly *“the scent of memories.”*”

Celebrate with the gift of light this holiday season with festive holiday themed designs.

Help set the holiday mood with the Illuminating Snowflake Trio, which holds delicate fragrant Tealight candles in glass snowflake holders, each uniquely shaped. The Snowflake Luminary Trio provides a soft glow through snowflake cutouts in silky, golden tin, trillion shaped luminaries. What better way to show appreciation to a hostess than to present the luminous and colorful Jewel Tone Tealight Holder or Jewel Tone

Votive Set. The Aromatic Pomander can be used as an ornament on the Christmas tree, and will continually release its fresh pine fragrance. Other product designs are accented with borders of holly or evergreen. These charming accessories embody a tradition of the upscale elegance of the season.

Christmas Memories and *Oh Christmas Tree* home fragrance products will be available at Macys, JC Penney, Ulta and specialty gift stores nationwide. To see more products, visit www.myclaireburke.com

In March 2003, Essscentual Brands, LLC became the consumer product company of Claire Burke® and Vitabath®, two well-established brands in the home fragrance and personal care industry. Essscentual 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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