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**ESSENTUAL BRANDS RINGS IN THE NEW YEAR
WITH ATLANTA SHOWROOM IN THE GIFT MART**
*COMPANY TOASTS THE 2005 SUCCESSES OF CLAIRE BURKE AND VITABATH
AND LOOKS FORWARD TO ANOTHER SUCCESSFUL YEAR*

PHOENIX (January 2, 2006) – Esscentual Brands, LLC, parent company of Claire Burke®, Vitabath® and Vitabath Expressives® brands, is proud to announce the opening of its first **showroom at AmericasMart in the Gift Mart**, just in time for the **Atlanta Gift Show**. This showroom is a complement to all of the new initiatives that Esscentual Brands has implemented this year.

“This is perfect timing for us to open our showroom in the Gift Mart,” says Krista Levine, Marketing Manager for Esscentual Brands. “It puts us on par with our competitors and it shows that we are serious about growing the business.”

And to prove to their retailers that they are serious, Esscentual Brands will feature various sales initiative programs throughout the year to help drive business for its retailers. With the opening of the showroom, Esscentual Brands will offer a “Fixture Program.” When a retailer purchases a specified amount of product, they receive a branded Claire Burke or Vitabath display.

“With four display programs available, there is sure to be one that is a good fit no matter what size the gift store,” she says. “The program is a great opportunity to increase sales through brand recognition and visual impact.”

It also allows for space efficiency and ease of restocking. Other initiatives include the Scent-of-the-Month program and other show specials.

“Esscentual Brands is a recognized leader in the industry, so it is important for us to have a presence,” says David Maclellan, National Sales Manager for Esscentual Brands.

The showroom will be open during the gift show, and will be a place where Esscentual Brands holds strategic meetings with their key retailers.

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“This is a great opportunity for retailers to see what we are doing and to see what we are all about,” he said.

Esscentual Brands now has a place to showcase their fresh, new products. In Spring 2005, the company restaged some of their classics, reflecting Claire Burke’s legacy and longevity, which began over four decades ago. The brand’s logo, packaging and product designs were updated. The Everyday Line first launched Simply Jasmine™, and then brought back Wisteria, a consumer favorite, after ten years. Esscentual Brands followed-up with its new scents from the Everyday Line, including Citrus Blush™, Sheer Vanilla™, and Mocha Silk™, while the cornerstone favorites, Original and Applejack & Peel™ remained true with updated designs. The Everyday Line was well received for its elegance and giftability.

“With the constant wave of new trends and fresh ideas, we are continually working to update products and to meet consumer expectations,” says Mark Grodsky, President of Esscentual Brands. “We never rest on the past success of the brands, we keep moving forward to change with the times.”

We invite you to visit The Esscentual Brands new, corporate showroom during the Atlanta Gift Show in the Gift Mart, Suite #803A.

About Esscentual Brands

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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