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Contact: Jennifer Orlando
The Lavidge Company
480-998-2600
jorlando@lavidge.com

INDULGENCE MINUS THE GUILT *CLAIRE BURKE LIGHTENS UP GIFT GIVING*

PHOENIX (October 24, 2005) – This holiday season, Claire Burke® encourages indulging loved ones with warm, rich gifts minus the guilt.

With endless varieties of cakes, pies, cookies and eggnog throughout the holiday season, Claire Burke home fragrances are an indulgent and decadent, calorie-free journey for the senses.

Delicious **Applejack & Peel®** is a welcoming aroma of baked apples warmed with cinnamon, spice and a twist of citrus. Enticing **Mocha Silk™** blends rich cocoa and warm espresso and infuses the two with hints of caramel and vanilla crème for a treat that is as uplifting as a coffeehouse blend. Mouth-watering **Citrus Blush™** brings home the freshness of a sunlit grove filled with pink grapefruits enhanced by juicy mandarin, tangerine, and papaya.

“These ‘edible’ fragrances are satisfying to enjoy everywhere in the home,” says Mark Grodsky, President of Esssential Brands. “And they are a great addition to making your home even more warm and cozy at the holidays.”

The rich quality of the fragrances makes Claire Burke a *scent of memories*. Claire Burke has recently designed new and stylish ways to enjoy these scents. All product forms reflect a contemporary yet classic look that is perfect to give and receive. From attending dinner parties to birthday parties, Claire Burke offers an array of stylish and thoughtful gifts.

“We have designed our products to be giftable,” says Grodsky. “From product and package design to the sheer bow placed on top complete with a gift tag, these products don’t need to be wrapped.”

Many of the Claire Burke products offer stylish and elegant ways to perfume home surroundings. The **Lampourri™** is similar to a large, opalescent glass perfume bottle; the highly concentrated fragrance is diffused by a catalytic stone and wick combination, capturing the genuine essence of the fragrance. This gift is sure to be a favorite that will continue to make memories.

The **Tealight Simmer Set** is another elegant and unique home fragrance option. Polished silver metals and frosted glass accentuate its elegant symmetry. Warmed by a Tealight, the basin holds Simmering Oil that gently releases its aroma.

Complementing any décor, the hand-poured **Deluxe Botanical Candle** celebrates the fragrant appeal of the Claire Burke collection. With elegant white wax displaying a variety of botanicals, each candle is infused with deep, lasting fragrance.

Other great gift items include Tealight Trio, Aromatic Pendant, 2-Wick Tin Candle, Travel Tin Candle, and Electric Fragrance Warmer. View more products and gift ideas online at 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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