



ANNOUNCEMENT

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ESSENTUAL BRANDS EXPANDS TO PARADISE VALLEY MALL *Just in Time for the Holidays, New Boutique to Feature Great Gift Items*

PHOENIX (November 8, 2005) – Esscentual Brands, LLC announced today the opening of their freestanding kiosk at Paradise Valley Mall.

Just in time for the holidays, the kiosk will feature the full product lines of Claire Burke home fragrance, Vitabath bath and body products and Vitabath Expressives, a body care line for the younger generation of Vitabath users. Special pricing, promotional offers and free sampling will also be available throughout the holiday selling season.

Claire Burke has recently designed new and stylish ways to enjoy home fragrance. All product forms reflect contemporary and classic looks that are prettily packaged with gift tags and bows and are perfect to give or receive. From attending dinner parties to birthday parties, Claire Burke offers an array of thoughtful home fragrance gifts.

A perfect gift to pamper yourself or someone special, Vitabath is a treat for the senses and has been a favorite for generations. The Moisturizing Bath and Body Gelée combines gentle skin cleansing with invigorating botanicals for a completely refreshing and relaxing experience, while the Moisturizing Body Lotions soothe and help protect skin.

Paradise Valley Mall kiosk shoppers can enter a weekly drawing to win a gift basket full of Vitabath or Claire Burke products. A great gift to keep for yourself or to give to a loved one, Vitabath and Claire Burke offer stylish and luxurious ways to get through the hectic holiday season stress free.

The Claire Burke and Vitabath kiosk is located at Paradise Valley Mall near Santa Claus and is open through December 31, 2005.

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. For more information, visit www.myclaireburke.com, www.myvitabath.com, and www.myvitabathexpressives.com.