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## **ESSENTUAL BRANDS OFFERS A NEW WAY TO SHOP *Arizona-Based Co. Releases Scented Consumer Catalog***

**PHOENIX (November 8, 2005)** – Esscentual Brands, LLC announces the launch of their new, scented consumer catalog, a first for the company.

The 48-page holiday, catalog, which mainly features Claire Burke home fragrance products, also promotes Vitabath bath and body products. The catalog will feature scented pages of consumer's favorite fragrances: Original, Mocha Silk, Applejack & Peel and Christmas Memories.

"The scented catalog allows consumers the advantage to try the fragrance they think they like, before they buy – which overall results in a happier customer experience," says Krista Levine, Marketing Manager of Esscentual Brands. The technology, which is relatively new to the industry, inscribes a special coating that encapsulates the fragrance onto the page. Once the page is rubbed, the fragrance is released and the consumer can enjoy the scent.

In addition to the catalog launch, Esscentual Brands has redesigned their websites to accommodate making both web and catalog purchases easy and quick for the consumer. Additionally, they have contracted with a local call center for those customers who choose to order over the phone.

"We thought that implementing the new website and sending out the catalog during the holiday season was a very opportune time for us," says Mark Grodsky, President of Esscentual Brands. "During the holiday season when things are so hectic, buying gifts through a catalog or a website introduces an easy way for consumers to shop."

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, please visit [www.myclaireburke.com](http://www.myclaireburke.com), [www.myvitabath.com](http://www.myvitabath.com), and [www.myexpressives.com](http://www.myexpressives.com)

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