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CLAIRE BURKE LAUNCHES NEW PRODUCTS FOR 2006

PHOENIX (November 21, 2005) –Esscentual Brands, LLC is proud to announce its newest additions to the 2006 Claire Burke Everyday Line.

“With the successful launch of our Everyday Line, website, and catalog, it was time to add more diverse products into our line to fulfill growing consumer demand,” says Mark Grodsky, President of Esscentual Brands.

Building on the success of the Simply Jasmine fragrance diffuser, Claire Burke introduces the **Fragrance Diffuser** in all of their Everyday scents. Displaying a graceful fusion of modern glass and elegant reeds, it is an alternative way to fragrance any surrounding area without flame or electricity. Each reed permeates with captivating, lingering fragrance for at least 60 days. The perfect gift for any occasion, it is beautifully packaged and ready for gift giving.

Just in time for spring, the top selling **Electric Fragrance Warmer** is now available in Simply Jasmine™. Diffusing the irresistible jasmine scent, the white warmer is graced by a single pink band as diamond-shaped panes, casting a soft, pink glow. When it’s time to refill, Simply Jasmine™ Electric Fragrance Warmer Refills are available. Easily interchangeable and long lasting each insert lasts 30-60 days.

For a more petite, decorative candle, Claire Burke presents the Botanical **Candle**, a smaller version of the Deluxe Botanical Candle. Each candle uniquely displays a variety of botanicals making it a welcome gift for any occasion. Claire Burke is also now carrying **Unscented Tealights** for those who prefer the ambience and warm glow without the fragrance. They are a perfect accompaniment to Claire Burke tealight holders and simmer sets.

Claire Burke welcomes luxury bath and body products their most sought after and best selling fragrance – Original. Recipients of **Original Fine Soaps** will delight in the lightly scented decorative bar soaps formulated with Shea Butter to help soothe, cleanse and moisturize skin. Each monogrammed soap is individually wrapped and packaged in an elegant box set of four that is perfect for gift giving.

Add 2-2-2-2

Soothing and cleansing, the **Original Hand Wash with Aloe Vera** leaves hands clean and smooth, while the **Original Hand Lotion with Shea Butter** formulated with Creatine helps protect and repair skin against premature aging. Each luxurious formula is presented in a decorative container and refills are conveniently sold separately to replenish each dispenser.

The beloved consumer fragrance, Applejack & Peek moves to the kitchen with **Applejack & Peel Hand Soap with Glycerin**. It is perfect for frequent washing and everyday use. This moisturizing hand soap gently and effectively cleanses while leaving hands feeling smooth, soft and lightly scented. All bath and body products are perfect for gift giving, especially for those who love the Claire Burke® Original and Applejack & Peel fragrances.

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