



**MEDIA ALERT**

**CONTACT:** Jennifer Orlando  
The Lavidge Company  
480-998-2600  
[jorlando@lavidge.com](mailto:jorlando@lavidge.com)

## **GIVE MOM LUMINOUS ELEGANCE AND SOOTHING BEAUTY THIS MOTHER'S DAY**

**PHOENIX, Ariz. (April 18, 2006)** – This Mother's Day, pamper Mom with soothing and luxurious Vitabath® body care products and the elegant scents of Claire Burke® Home Fragrance.

Developed in 1957 by European skin care specialists, Vitabath Gelée was the first alternative to traditional soaps, which were harsh and drying to the skin; the formula has remained unchanged for 49 years. "Vitabath's soothing Original Spring Green™ Moisturizing Bath & Shower Gelée is a relaxing treat for Mom, and is enriched with botanical extracts and fortified with vitamins A, D and E," says Mark Grodsky, President of Esscentual Brands.

Vitabath is also available in three other popular fragrances including Spa Skin Therapy™, Plus for Dry Skin™, and Fresh Citrus Twist™.

Interior designer Claire Burke, who enjoyed making potpourri sachets for family and friends, also started her home fragrance line in 1957.

"We have evolved over the years adding complex fragrances into the line like Citrus Blush™, Sheer Vanilla™ and Simply Jasmine™, all perfect for spring and summer, while Applejack & Peel™ and Original remain strong cornerstone favorites and best sellers," says Grodsky.

Product designs are always updated with the latest looks and styles as currently seen in home decorating. The latest trend in home fragrance and a recent addition to the Claire Burke line is the Fragrance Diffuser. 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.

Show Mom your appreciation this Mother's Day with an elegant and fragrant gift for herself and for her home. To find a gift that is perfect for Mom, check out [www.myclaireburke.com](http://www.myclaireburke.com) and [www.myvitabath.com](http://www.myvitabath.com) for exclusive Mother's Day gift packages.

### **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. For more information, visit [www.myvitabath.com](http://www.myvitabath.com)

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