



NEWS RELEASE
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HOW DO YOU SPELL AMBIENCE?

PartyLite Canada's new Winter/Spring 2011 catalogue offers 100+ ways to personalize your home with home fragrance and decor accessories to suit a range of styles, moods and occasions

Toronto, ON: PartyLite Canada

Just as there's more than one way to spell ambience (also spelled ambiance), there's also more than one way to create it in your interior. The trick is adding personal touches that truly make you feel at home. PartyLite Canada, a leading home fragrance and decor company, captures that desire perfectly with three new home fragrance and accessory lines that help consumers express different moods, and that are perfect for everyday and special occasions.

Says Sharon Muncey, Vice President, Marketing, "Fragrance and the glow of candlelight can transform the most average space into a warm, inviting haven. It can make the elegant more elegant and the cosy that much cosier."

Adds Alana Gormley, Marketing Manager, Merchandising and Promotions, "These three fragrance collections are wonderfully diverse; we have something for everyone."

The candle fragrances in the three new lines – **Natural Rituals**, **Forbidden Fruits** and **Signature Collection** – have all been developed in conjunction with the top fragrance houses from around the world.

The **Natural Rituals** line features 100% natural aromatherapy fragrances infused with more than 20 essential oils in Refresh (Ginger and Lemongrass), Energize (Grapefruit, Lemon and Mint), Calm (Lavender and Rosemary) and Meditate (Sandalwood, Eucalyptus and Geranium) scents. Packaged in contemporary decorative boxes and containers, products include candles, scented oil, and Japanese incense – made especially for PartyLite by Nippon Kodo, maker of premium incense for more than 400 years.

Seductive and sensual, the **Forbidden Fruits** line showcases rich on-trend Perfect Pear, Plum Pleasure, Passion Fruit, Apple Allure and Fig Fatale candle fragrances for your most intimate spaces and occasions. They're the perfect indulgence. Featuring a sophisticated damask pattern, the glass candle jar and porcelain tealight holder with mirrored lid make beautiful keepsakes.

Created exclusively for PartyLite by world-renowned perfumers like Annie Buzantian of Firmenich, the refined **Signature Collection** is the ultimate in fine home perfume. Three luxuriously exotic fragrances – Tamboti (an herb-spice blend with a musky edge), Exquisite (a fresh fusion of fruit and floral) and Ambience (a rich cinnamon-warmed citrus with exotic notes) – come in amber-tinted glass jars and bottles, and are available in single- or 3-wick candles, reed diffusers and fragrance oil.

Prices for Natural Rituals, from \$11; Forbidden Fruits, from \$13.50; Signature Collection, from \$31. All items are available across Canada, including Nunavut, and the Yukon and Northwest Territories. To purchase, visit www.partylite.ca.

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