

Spring 2010

# sedafrance™

Wholesale Newsletter

## Keeping you up to date with sedafrance™

### sedanaturals 100% Beeswax Candles

Sometimes the simplest things are the most beautiful.



new!!!

retail pricing

**Large Candle**  
12.5 oz  
\$35.00 (each)  
Packed in 4's

**Medium Candle**  
9.5 oz.  
\$30.00 (each)  
Packed in 4's

**Small Candle**  
3.5 oz.  
\$15 (each)  
Packed in 6's

### Merchandising Tips

*Use a garden theme for any line of Seda products. It's an easy, cute and inexpensive way to inspire your customers.*



Now Shipping



new!!!

### 2 New Classic Toile Fragrances

#### Vanille à la Française

The complexities of flavor and scent in classic French vanilla inspired our own Vanille à la Française. For this multi layered fragrance, we've combined citrusy Mandarin orange and Meyer lemon with tropical notes of raw coconut, juicy pink guava and plantain leaf, and then finished it off with tart cassis, vanilla sugar, tiare flower and yuzu zest.

Available in Pagodas & Mini Pagodas

#### Lavande Provençale

The lavender plant's tiny purple blooms are known the world over for their rich perfume. In France – and in the Provence region, in particular – the love of lavender extends to use in honey, syrup, sugar, tea and as an ingredient in herbes de Provence, the seasoning blend chefs have been using for centuries. Now we've teamed imported French lavender with herbaceous rosemary and a subtle touch of vanilla and musk to create the simple, elegant Lavande Provençale.

Available in Pagodas, Mini Pagodas, Liquid Hand Soap & Lotion



Our Private Label Program garnered a lot of attention during the recent Markets. With 10 fragrances and more than 2 dozen boxes and ribbons to choose from, these custom candles are the perfect way to further your brand, or offer as gifts to VIP customers and clients.

Contact your local rep or email [lisa@sedafrance.com](mailto:lisa@sedafrance.com) for more information

## NEW! Wick Trimmer

A stylish & simple way to keep your candles in top shape.



**\$12.95** packed in 6's  
retail pricing

## We've just added **BODY WASH** to our Toile Family!



French Tulip

Japanese Quince

The latest additions to our most popular line, the French Tulip and Japanese Quince Body Wash, were a hit at the recent New York International Gift Fair. Recognized with a Finalist Award for "Best New Product," these 12 ounce bottles with our signature Toile pattern are the perfect complement to our growing Bath and Body line!

**Plus! Get your hands on our 5 new lotions!**

**Citron du Sud • Elegant Gardenia • Hyacinth  
Lavande Provençale • Malaysian Bamboo**



## Upcoming Shows

**March 14-16**

LA (Stephen Young Showroom)  
LA Mart  
1933 South Broadway, Ste. 830  
800-282-5863

**March 25-28**

Dallas (Goetz Showroom)  
Dallas Market Center  
2100 Stemmons Freeway, Ste. 2111  
800-242-3178

**April 13-16**

New York (Mary Harper Group)  
7 W Building  
7 West 34th Street, 8th Floor, Ste. 831  
888-644-1704

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Come visit us  
at the Spring  
Mini Shows!  
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## Specials!

Many Ways  
To Save!

Spend \$750.00 and enjoy **FREE** shipping  
on all Seda France Collections

Offer does not include Private Label

Receive **FREE**  
candle and diffuseur testers  
when ordering in 12's by fragrance

Offer does not include Private Label

**Private Label Special**  
For new accounts receive **FREE** setup  
& enjoy 2 free testers per 48 piece order