

sedafrance™

FOR IMMEDIATE RELEASE
CONTACT: Bruce Lane
Wyatt Lane, LLC
(504) 322-3311
sedafrance@wyattlane.com
www.sedafrance.com/press

Seda France Introduces “Green Luxury” With New Classic Toile Hand Lotion

AUSTIN, TX – August 13, 2009 – Seda France customers can now enjoy the lingering scent of a favorite fragrance all day long with 96.5% natural Classic Toile Hand Lotion. Two of the company’s most enduringly popular Classic Toile fragrances – Japanese Quince and French Tulip – are now available in thick and creamy “green luxury” lotion. This lightly-perfumed creation is 96.5% natural – with organic sunflower oil and no parabens – and comes in a 12.5-ounce recyclable/reusable pump dispenser with a double tassel around the neck for elegant “no wrapping paper needed” gift giving, a hallmark of Seda France product packaging.



French Tulip (pictured, on left) is like Paris in the spring and open air flower markets, with a fresh green blend of jasmine, rose, lemon, clove, sage and rosewood. **Japanese Quince** (pictured, on right) is a piquant combination of rhubarb, passion fruit and white-fleshed peach over a heart of white jasmine petals. Both fragrances are favorites of consumers, celebrities and the media, and the same is sure to be true with this new addition to the Seda France line-up.

Seda France products are available at sedafrance.com and at more than 3,000 fine retailers nationwide and many more internationally. Suggested retail price for Classic Toile Hand Lotion is \$25.00; consumers may visit sedafrance.com to purchase or to find a retailer in their area.

Seda France produces numerous luxury products and is a leading name in the home fragrance market. Other collections include Édition Limitée, L’Argent Signature and Bon Chic 100% Soy Wax Candles. This Austin, Texas-based manufacturer’s reputation has earned them a loyal following – of both customers and retailers – throughout North America, Europe, and Asia.

For information, photos, or product samples, please contact us.

###