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LATHER to Introduce New Aromatherapy Collection

PASADENA, CALIF.—LATHER, creator of natural skin care products and hotel amenities, will this summer introduce the Aromatherapy Collection, a new amenity line designed to appeal to today's luxury hotel market. Inspired by the company's best-selling retail products, each item will feature a unique aromatherapy blend.

Formulations will draw on natural oils, extracts, and conditioning agents, and use food-grade, naturally-derived glycerin. Products will also be vegan, and contain no animal by-products, parabens, phthalates, mineral oil, urea, or petrol-derived ingredients.

Each matte white tube and carton will be accented with one of LATHER's signature colors, making items easy to identify at-a-glance and reflecting the company's modern, unisex look. Soaps will be packaged in recyclable cartons printed with soybased ink, while 1 ounce and 2 ounce tubes include an organic additive called Eco-Pure, rendering the tubes and caps both biodegradable in a landfill as well as recyclable. LATHER's use of EcoPure recently earned the company a Star of the Industry Award for "Technology Innovator of the Year" from the California branch of the American Hotel & Lodging Association.

Six Products to Choose From

The Aromatherapy Collection will include six products for the hair, face, and body:

- Mint Thyme Hair Wash—This shampoo gently cleanses and leaves hair soft and silky. Mint
 and thyme oils stimulate the scalp, while chamomile extract calms and soothes.
- Yuzu Bergamot Crème Rinse—A lightweight conditioner that increases shine and manageability. Yuzu and bergamot oils uplift, while panthenol and wheat protein increase hair's strength and vitality.
- Bamboo Lemongrass Body Wash—This refreshing body wash rejuvenates skin with bamboo extract and leaves a hint of fresh, natural lemongrass.
- Lavender Lime Moisturizer—Natural lavender gets a citrus twist in this soft, weightless crème that moisturizes skin.
- Gentle Face Soap—This mild and moisturizing face soap is fragrance-free with soothing emollients and non-drying cleansers.
- Exfoliating Body Soap—This creamy, luxurious body bar uses oatmeal and bamboo extract to gently exfoliate dead skin cells, and shea butter to soften and moisturize.