

FOR IMMEDIATE RELEASE

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## SOAK UP THE ISLANDS

### Aveda Introduces Caribbean Therapy™ Body Scrub and Soy Wax Candle

NEW YORK (May 2006)—Slow down. Soak it up.

Aveda™ invites you to slip into the calm, deliberate pace of the Caribbean with the launch of **Caribbean Therapy Body Scrub** and **Caribbean Therapy Soy Wax Candle and Candle Refill**. Now, get a holistic at-home spa experience drenched in tropical aromas of the Caribbean.

Aveda collaborated with well-known herbalist and plant therapist from Martinique, Martine Saint-Zéby to create the collection. "Aveda's Caribbean Therapy calls upon the intuitive, synergistic, healing nature of Caribbean plants," says Martine.

#### CARIBBEAN THERAPY BODY SCRUB

This non-foaming body scrub naturally exfoliates, softens and conditions, giving skin the beauty and warmth of the Caribbean. For all skin types.

- **Salt, Caribbean cane sugar, and Caribbean ginger root powder** are rich in minerals and naturally stimulate and exfoliate skin. Salt and Caribbean cane sugar also act as skin-softening agents.
- **Oils of aloe vera, avocado, passion fruit and coconut**, along with **mango butter and cocoa butter**—all sourced from the Caribbean—hydrate, condition and soften skin—leaving a silky, protective layer on the skin's surface.
- **Vitamin E (tocopheryl)** from **soy** acts as an antioxidant to help protect skin from free radicals and environmental aggressors.
- Aroma made with a blend of Caribbean essential oils, including **amyris, bay leaf, lime and vetiver**.

Suggested retail: 15.8 oz / 450 g      \$38

#### CARIBBEAN THERAPY SOY WAX CANDLE AND CANDLE REFILL

Caribbean-kissed aroma rejuvenates and inspires a sense of peace and well-being.

- Candle base contains **soy wax, plant waxes and certified organic soy oil**, which burn cleanly and completely.
- Up to **50 hours** of burn time; 67% longer than other Aveda beeswax pure-fume candles.
- Contains an aroma blend of seven Caribbean-sourced essential oils, including **amyris, bay leaf, lime and vetiver**.

Packaged in 95% post-consumer recycled (PCR) glass and a 100% PCR plastic refill cup.

Suggested retail: Candle: \$28, candle refill: \$18.50

**Caribbean Therapy Body Scrub and Soy Wax Candle with Candle Refill** join the **Caribbean Therapy** collection of **Caribbean Therapy Bath Soak, Caribbean Therapy Body Creme, Caribbean Therapy Flower Water and Caribbean Therapy Bath Bar**. Arrives in Aveda salons, spas and stores and online at [aveda.com](http://aveda.com) May 2006. Please visit [aveda.com](http://aveda.com) or call 800.328.0849 for locations or more information.

"Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world."  
- Horst Rechelbacher, founder