

# STENDERS

Gardener & Feelings

Press Release

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## ***NEW: Two new products join the beloved STENDERS shower soufflés***

"Oh-so-airy cleansing!" claim the tastefully-placed posters in the windows of STENDERS boutiques. Another two new products with light flower scents, *rose and lavender*, join the beloved *grapefruit* and *cranberry* shower soufflés, surrendering to a walk in a luscious garden of feelings that is full of scents.

"Shower soufflé is light creamy foam which will allow anyone to enjoy a truly gentle and delicate washing ritual in a shower or bath. It is the most unique of the STENDERS products, and it introduces new, special sensations to our day. Shower soufflés gently cleanse the skin and retain its natural pH balance, and they are also free from parabens and sulphates. We chose rose and lavender scents to supplement the existing body care product ranges that are so beloved by our clients," says STENDERS product specialist, Ilze Bergholca.



**Rose shower soufflé** is created for a delicate and sensual mood. It is enriched with **rose essential oil**, which gives your day a graceful touch. *Feel the grace!*

**Lavender shower soufflé** with particularly mild **scrub particles** for gentle cleansing contains **lavender essential oil** to bring harmony to your day. *Feel the harmony!*

High quality **100% natural** rose, lavender and juniper essential oils are contained in the shower soufflés. The very same natural oils are used in the popular perfume brands, Chloe and Angel.

"The content of 100% natural oil is very complex. By comparing the natural oils to synthetic ones, we can see that natural oils contain about 2,000 components, while synthetic oils

REG. NR.: PVN LV 40003563248

BANKA: SWEDBANK

KONTS: LV 98 HABA 0551 0015 6480 3

MĪKUSALAS IELA 63, RĪGA, LV-1004, LATVIJA

TĀLRUNIS + 371 67217212

FAKSS + 371 67217233

SIA "STENDERS"

E-PASTS: INFO@STENDERS.LV

WWW.STENDERS-COSMETICS.LV

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contain only five or six. It is the same as musical notes or shades of colour. The richer the scent, the more shades and notes we can find in it, creating for us our own special associations. The basis of aromatherapy is precisely this arrangement of 100% natural essential oils. It is the physiological link between the scent and emotions,” says Aleksandrs Gurkovskis, manager of the STENDERS laboratory, as he shares his experience.

**Rose essential oil** is obtained by the steam distillation method from rose petals. It is characterised by a rather dizzy, enchanting aroma of ripe flowers that can certainly have a positive effect on the cardiovascular system. It helps to calm down stressed minds and awakens very delicate feelings.

To obtain **lavender essential oil** the blossoming tops of the plant are distilled. Lavender is acknowledged to be the queen of aromatherapy. Its oil has mild aroma of flowers and grass, and it can tone up, as well as calm down, thereby balancing one’s mood, while the oil is often used to improve the quality of sleep. This oil can balance out emotional people.

“Our first grapefruit shower soufflé enjoyed an enormous amount of success in all of the countries that are represented by STENDERS. In 2010 it received the prestigious “COSMOPOLITAN BEAUTY AWARDS 2010” award as the best body wash product in a group of selective cosmetics.

A little over a year later, we proudly introduced the second soufflé in the market, the cranberry soufflé. It was also recognised as the best product for a body wash and pampering by a unanimous vote from the COSMO jury, as well as by COSMO readers. The fame and popularity of the products continued to grow. In the very same year, 2011, fashion and style magazine PASTAIGA named STENDERS shower soufflé as its favourite for the annual survey,” says STENDERS public relations manager, Aelita Mežpapa, as she shares in the success of the products.

“We chose cranberry shower soufflé due to its heavenly, unique texture and sweet aroma. We were lead by rather patriotic feelings as well, because we always try to support local producers as much as possible.” (*Māra Baltmane-Rimicāne, style magazine Pastaiga*).

“A pleasant and feminine shower ritual! The most attractive part of it seems the interesting texture of the product (it seems almost edible), as well as the scent. I like the fact that when washing with the product, it gradually starts to melt on the skin.” (*Dace Krieviņa-Bahmane, Cosmopolitan*)

Let us enjoy the gentle ritual of shower soufflé at all STENDERS boutiques and via the [www.stenders-cosmetics.lv](http://www.stenders-cosmetics.lv) internet store.

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STENDERS is a gardener of feelings. Born and bred in northern Europe, he creates innovative, unique and nature-inspired cosmetic products from potent plants and flowers for a daily urban routine. Each product we compose makes the day blossom and the eyes shine. He invites feelings to saturate everything around - yourself, your bathroom, your street and the people around. STENDERS are a team of creative, joyful and knowledgeable people who are excited by the idea of different cosmetics—more wholesome, richer and full of sensations. The feelings have been captured in more than 300 unique cosmetic products which inhabit nearly 190 enchanted boutiques across the globe.

Additional information: Aelita Mežpapa, STENDERS PR & Communications Manager,

Mob. Phone: +371 29133346, e-mail: [aelita.mezpapa@stenders.lv](mailto:aelita.mezpapa@stenders.lv)

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