

# Escents Introduces New Paraben- and Sulphate-Free Line of Products

Formulated with 99.7 Per Cent Plant Derived Ingredients

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*Vancouver, BC* – Escents, the Canadian owned-and-operated manufacturer of aroma-based bath and body products, has launched its new Escents Naturals bath, body and home fragrance line. Exclusive of parabens (a widely used preservative) or laurel sulphates (a popular foaming agent), both common chemicals found in popular skincare and beauty lines, the collection will appeal especially to children and customers with sensitive skin.

The Escents Naturals line includes unscented hand and body lotion, body wash and bubble bath and three new aromas all formulated with 99.7% plant derived ingredients. Like all Escents products, each item in the Escents Naturals collection is biodegradable and contains zero petroleum, synthetic dyes or colouring. Additionally, each of the new aromas (Verve, Chic and Fusion) contains up to 20% certified organic essential oils.

According to Escents founder and CEO Jacqui MacNeill, the Escents Naturals line will appeal to the new beauty consumer who wants to know exactly what they are putting on their skin.

"Consumers today are highly educated about beauty products, and demanding more natural ingredients," says MacNeill. "To meet this demand, we have designed a line of gentle, nourishing products that will work for even the most sensitive skin types."

In launching this innovative new line, Escents is bucking the trend of pre-packaged, factory-scented and formulated products and giving control back to the customer. The three new aroma blends in the Escents Naturals collection can be used alone as perfumes or to customize any of Escents' 15 unscented products. "Now our customers can use a base that is 99.7% plant derived and add whatever essential oil they like – organic or otherwise," says MacNeill. "We are empowering our customers and enabling them to customize their own aroma-based products."

## **Notes for editors:**

Escent's sources pure essential oils from around the globe and pairs them expertly to create innovative blends that harness the energy and vitality found in nature. Their formula is exceptional ingredients, inspired aromas and outstanding quality. Escents is a leading Canadian aromatherapy lifestyle company, with a focus on natural essential oils, aromatherapy, and bath and body products. Escents operates several corporate retail locations in Canada and Taiwan, as well as wholesale and corporate amenities programs. For more information, visit [www.escentsaromatherapy.com](http://www.escentsaromatherapy.com).

**For further information or to request product samples, please contact:**

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