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## **FOR IMMEDIATE RELEASE**

### **DANIELLE AND COMPANY® EXHIBITS AT THE PREMIER NEW YORK INTERNATIONAL GIFT FAIR**

**SCRANTON, PA., January 12, 2009** - Danielle and Company, manufacturers of award-winning organic products for your bath, body and home, will be exhibiting in booth 7432 at the New York International Gift Fair (NYIGF) at the Jacob J. Javits Convention Center, in New York City. The NYIGF runs Sunday, January 25 through Thursday, January 29, 2009. Exhibits open daily at 9am.

Twice a year, an astounding array of the world's best home, gift and lifestyle resources converge at the NYIGF, offering an incredible selection of exceptional merchandise in one convenient, well-organized marketplace. The NYIGF includes more than 36,000 buyers and 3,000 exhibitors. The expo features brilliant, business-boosting seminars and workshops, networking opportunities with leaders in the field, and all the excitement of New York City.

Danielle and Company will have all of their products on display including the new Organic Beeswax and Pure Soy Candle and Organic Hand & Body Lotion, perfect for dry and wintry skin. As a socially and ecologically responsible company, Danielle and Company donates 5% of the net proceeds from the sale of the candles to Penn State University's Honeybee Research Facility, a world leader in honeybee research. The Honeybee Research Fund will support research, education and outreach efforts in the areas of honeybee biology, health, pollination services and finding a solution for Colony Collapse Disorder. The eco-friendly candle is made from recycled glass with 100% cotton wick for a clean burn. It is also designed to be reused as a contemporary drinking glass.

Other products at the show include their line of organic bar soaps and organic body washes in 14 scents for both men and women that are based on the psychology of scent. They will also be launching two new scents, Pure Lime and Orange Blossom. Lastly, they will be promoting their soon-to-launch 99% Organic Lip Balm made with pure essential oils and moisturizing shea butter.

Danielle's products are fully biodegradable and packaged in eco-friendly materials that are recyclable. In addition to experiencing mood enhancement and smoother, healthier skin, those

who use her products can rest assured that they are using products as good for our environment as they are for their bodies.

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#### About Us

Founder and CEO, Danielle Kelli Fleming, is a Certified Behavioral Therapist who specializes in the human psychological response to scent. She creates her scents to evoke the senses and to provide "a little bit of daily therapy in the shower." The scents are classified into 5 categories: Focus, Elevate, Relax, Balance and Sensual and are available in organic bar soaps, body washes, lotions and candles in 14 scents in both full and travel sizes. Danielle's scents are enjoyed by both men and women.

#### **Our Products**

Danielle organic bath products are made with pure organic shea butter and essential oils, known for its superb moisturizing benefits. All of Danielle's eco-friendly products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs and parabens. They are also cruelty-free.

Read more at [www.DanielleandCompany.com](http://www.DanielleandCompany.com).  
[www.nyigf.com](http://www.nyigf.com)