



**Contact: Danielle K. Fleming
Danielle and Company, Inc
1499 Fairview Rd. Clarks Summit, PA 18411
Toll-Free: 800-893-5950
Fax: 570-585-0199
E-mail: d@DanielleandCompany.com
Website: www.DanielleandCompany.com**

FOR IMMEDIATE RELEASE

DANIELLE AND COMPANY® LAUNCHES THE “ALL-IN-ONE ORGANIC SOAP GARDEN” AT THE NEW YORK INTERNATIONAL GIFT SHOW, EX•TRACTS® DIVISION

CLARKS SUMMIT, PA., February 4, 2008 — Danielle and Company is launching their “most innovative” product to date, according to Founder and CEO, Danielle K. Fleming. “This product is just phenomenal”, with zero harm to the earth and zero harm to your body, how can you go wrong! Danielle and Company is launching this all-in-one gift at the New York International Gift Show at the Jacob Javits Center in New York City, NY on February 2nd in the Extracts Division of the show.

The All-in-One Organic Soap Garden is a masterful blend of reusability and sustainability. Their award-winning organic shea butter bar soaps and award-winning organic shea body washes are housed in a planter pot that is biodegradable and made from rice and grain by-products. It comes completely with a matching biodegradable saucer which is uniquely used for a cap to the gift and a bag of organic soil sits at the bottom of the gift. To make this gift all-in-one, the soaps are wrapped in handmade acid free lotka paper, a paper made from the daphne bush in Nepal which regenerates itself like bamboo, making it a renewable resource. The paper is embedded with wildflower seeds so it can be planted. The concept is to unwrap your soap and instead of throwing the wrapper in the garbage, throw it into your planter with the soil provided and grow yourself a garden! The ribbon and hang tag on the outside of the pot is also made from the lotka paper with the embedded seeds giving you plenty of seeds for your garden. Everything, and they mean everything, in the gift is recyclable, reusable, and sustainable. Zero harm to the earth and its inhabitants is the goal of this gift.

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 natural shea bar soaps and organic shea body washes in 21 scents in both full and travel sizes. Danielle’s scents are for the enjoyment of men, women, and most scents are to be enjoyed by all.

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 bath products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs and parabens. They are 100% vegan and cruelty-free.

###

Editors: Danielle K. Fleming is available for interviews and photo opportunities and high and low res images are available upon request. To make an appointment, please call 570-585-0136.