



Contact: **Danielle K. Fleming**  
Founder and CEO  
**Danielle and Company, Inc.**  
831 Adams Ave. Scranton, PA 18510  
Phone: 1-800-893-5950  
E-mail: [d@DanielleandCompany.com](mailto:d@DanielleandCompany.com)  
Website: [www.DanielleandCompany.com](http://www.DanielleandCompany.com)

## FOR IMMEDIATE RELEASE

### **DANIELLE AND COMPANY® DEBUTS NEW PRODUCT LINE AT THE NATURAL PRODUCTS EXPO EAST IN BOSTON!**

**SCRANTON, PA., Oct. 8, 2008** - On October 16-18, 2008, Danielle and Company will release two new products and two new scents at the Natural Products Expo East in Boston, MA. The new product lines feature an Organic Beeswax and Pure Soy Candle and an Organic Hand and Body Lotion. The new scents introduced at the show include Pure Lime and Orange Blossom which will be incorporated into the entire product line. The Natural Products Expo East is considered the premiere trade show throughout the U.S. It is also ranked as the highest trade show on the East Coast. The exhibit hosted over 25,000 attendees in 2007 and is rated in the top 200 largest tradeshow in the United States.

The new Organic Beeswax and Pure Soy Candle debuts with a purpose to save the honeybees. Danielle and Company will donate 5% of the net proceeds from the sale of their 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 candle comes in a beautiful gift box printed with soy ink and the candle is clean-burning and non-toxic with 100% cotton wicks. It is made from recycled glass and the glass is to be reused as a drinking glass.

Other products at the show include organic bar soaps and organic body washes in 14 different scents for both men and women as well as the award-winning Organic Soap Garden.

Danielle recognizes the importance of environmentally and socially responsible products. They are committed to supporting green issues and being eco-conscious company. Danielle's products are fully biodegradable, packaged in eco-friendly materials and are cruelty-free. 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.

###

*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 570-207-1777.*

**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 natural shea bar soaps and organic shea body washes in 21 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 bath products are completely naked of fillers, preservatives, sulfates, petrochemicals, GMOs and parabens. They are 100% vegan, with exception of the candle, and are cruelty-free.

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