



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](mailto:d@DanielleandCompany.com)  
Website: [www.DanielleandCompany.com](http://www.DanielleandCompany.com)

## FOR IMMEDIATE RELEASE

### DANIELLE AWARDED “BEST NEW PRODUCT IN ORGANICS” AT THE NEW YORK INTERNATIONAL GIFT FAIR, EX•TRACTS DIVISION, FOR ITS ORGANIC SHEA BODY WASH

**CLARKS SUMMIT, PA., August 14, 2007** — Danielle and Company, Inc. was awarded 2 awards at the EX•TRACTS® *New discoveries in beauty and wellness* tradeshow on Monday, August 14, 2007, at the Metropolitan Pavilion in New York City, NY. In the Best New Product competition at EX•TRACTS®, we were presented with our first award for **winner of Best New Product in the Natural/Organic category** for our Lemongrass and Peppermint Organic Shea Body Wash. Specifically formulated to Focus your mind, elevate your mood and provide mental clarity. Its cooling effect is great for a Monday morning pick me up!

In the **Bath & Body Category**, we were a Finalist for **Best New Product** for our Sweet Kisses Shea Butter Bar Soap. This Sensual soap is flirty & spontaneous, designed to lift up your spirits in a fun and spur-of-the-moment way.

Danielle and Company joins a rare group of companies that have won 2 awards in one show. Danielle’s products were selected as the best from over 75 entries in the competition and were judged by a panel of 12 judges whom were editors of national beauty magazines.

The Danielle and Company product line is based on the founder’s studies of the connection between mind and scent. As a Certified Behavioral Therapist, Danielle specializes in the human psychological response to scent. She has taken her knowledge and delicately formulated it into a product line that is divided up into 5 categories: **FOCUS** your mind, **ELEVATE** you mood, **RELAX** your body, become more **SENSUAL**, and **BALANCE** your spirit. Her products deliver a journey of bathing experiences in over 20 mood-stimulating aromas. Customers would select products based on what mood they would like to get into!

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. Now, 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 570-585-0136.*