

# sedafrance™

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## **Introducing Seda Naturals 100% Pure Beeswax Candles from Seda France**

AUSTIN, TX – February 9, 2010 – Sometimes the simplest things are the most beautiful and over the past few years, demand for simple, all-natural products has increased dramatically. That's what Seda France has set out to achieve with Seda Naturals, an earthy, rustic collection of 100% beeswax candles hand-poured in homey German glass jars. Each candle has the soft aroma of true, pure beeswax, and the clasped jars also include tan hangtag attached with twine for easy gift-giving. What's more, the jars are ideal for reuse as catch-alls or decorative pieces.



Seda Naturals come in three sizes and are all unscented. The large Seda Natural candle is 12.5 ounces, has a burn time of 70+ hours, and retails for \$35.00. The medium Seda Natural candle is 9.5 ounces, has a burn time of 50+ hours, and retails for \$30.00. And the small Seda Natural candle is 3.5 ounces, has a burn time of 20+ hours, and retails for \$15.00.

Seda France products are available at the newly redesigned and revamped [sedafrance.com](http://sedafrance.com) company store and at nearly 3,000 fine retailers nationwide and many more internationally; find a store near you at [sedafrance.ziplocator.com](http://sedafrance.ziplocator.com).

Seda France produces numerous luxury products from their home base in Austin, TX, and is a leading name in the home fragrance market. Other lines include the Bon Chic 100% Soy Wax Candles, L'Argent Collection, Walt Disney Signature Candle Collection, and the original best-selling Classic Toile Collection. Product lines have expanded to include diffusers, body lotions, liquid soaps, room mists and more.

**For more information, photos, or additional samples, please contact us.**

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