

# sedafrance™

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## Two Seda France Products Named Finalists in EX·TRACTS “Best of Show” Awards

AUSTIN, TX – March 5, 2010 – At last month’s New York International Gift Fair Winter 2010 Market, a panel of umer editors handed out EX·TRACTS “Best New Product” Awards to six exhibitors, with one winner and two finalists selected in each of five awards categories. Seda France’s Japanese Quince Body Wash and Seda Naturals 100% Beeswax Candles were both named finalists for their “innovative design, creative use of materials/construction, and use of new materials/technology,” with body wash competing in the Bath & Body Category and beeswax candles in the Natural/Organic Category.

“EX·TRACTS is known as a showcase for innovation and emerging personal care products,” said Melissa Engongoro, EX·TRACTS Sales Manager. “These winning products shine in a competitive field.”



Seda Naturals is 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. Seda Naturals come in three sizes: large (12.5 oz.), \$35 retail; medium (9.5 oz.), \$30 retail; small (3.5 oz.), \$15 retail.

Classic Toile Body Wash is available in two of the company’s most popular Classic Toile fragrances – Japanese Quince and French Tulip – and is a lightly-perfumed, silky creation and comes in a 12.5-ounce recyclable/reusable pump dispenser. Suggested retail price for Classic Toile Body Wash is \$19.

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.

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

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