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Seda France Expands Its Bath & Body Collection With Body Wash & Five New Lotions

AUSTIN, TX – March 23, 2010 – Seda France customers can now enjoy the lingering scent of a favorite fragrance all day long with Classic Toile Body Wash and Classic Toile Hand Lotion. Two of the company's most popular Classic Toile fragrances – Japanese Quince and French Tulip – are available in two lightly-perfumed products: new silky body wash and recently-launched 96.5% natural “green luxury” lotion, made with organic sunflower oil and no parabens. New for spring, lotion is now available in five additional scents, four Seda France classics and one new fragrance creation. Both lines come in a 12.5-ounce recyclable/reusable pump dispenser.



Body Wash is available in **French Tulip** (jasmine, rose, lemon, clove, sage, rosewood) and **Japanese Quince** (rhubarb, passion fruit, peach, jasmine.) Hand Lotion is available in French Tulip and Japanese Quince as well as **Citron du Sud** (pineapple, coconut, citrus, cilantro, apricot, musk, vanilla), **Elegant Gardenia** (gardenia, violet, freesia), **Hyacinth** (white florals), **Malaysian Bamboo** (green wood, amber, sandalwood, tangerine flower, jasmine, freesia, lotus, tuberose) and brand new **Lavande Provençale** (French lavender, rosemary, vanilla, musk.)

Seda France products are available at sedafrance.com and at more than 3,000 fine retailers nationwide and many more internationally. Suggested retail price for Classic Toile Body Wash is \$19 and Hand Lotion is \$25.00; visit sedafrance.com to purchase or to find a retailer.

Austin, Texas-based Seda France produces numerous luxury products and is a leading name in the home fragrance market. Other collections include L'Argent Signature and Édition Limitée.

For information, photos, or product samples, please contact us.

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