

Media Release

## **Experience the fragrance – luxuriate in the sensation Fragrant Bath Soaps by Jaye Niemi**

Known for their exquisite interior fragancing collections, Jaye Niemi have added a new dimension to their fragrance house.

Whilst maintaining the designer flavour, award-winning packaging and delicious scents of the classic Aroma Reeds, Room Mists and Scented Candles, the new Fragrant Bath Soaps will create true bath time bliss.

Designed to cleanse, nourish and protect your skin, the soaps are rich in natural shea butter, jojoba oil, botanical extracts and essential oils. They not only feel indulgent but are an instant mood enhancer. They delicately scent the skin, inspire the senses and leave an elegant aroma.

Jaye Niemi Fragrant Bath Soaps are made in the tradition of 19<sup>th</sup> Century French soap makers by triple milling to ensure a richer, creamier lather and a more lavish texture. These luxurious soaps are not only gentle on the skin, but are also infused with Jaye Niemi's beautiful signature range of fragrances.

So put aside a few minutes in your daily routine to pamper yourself and enrich the spirit, and surrender yourself to the bright, zesty and sweetly scented Living Verbena, or whisk your thoughts away to a Spa Retreat and envelop yourself in relaxing Lavender Mt Blanc.

The inspiration is endless and the moment indulgent - Jaye Niemi Fragrant Bath Soaps.

**RRP: \$13.95**

### **The Scents**

#### **LIVING VERBENA**

Fresh, light and luscious this zesty scent is a giggling combination of juicy citrus and spice. It opens with a burst of green lemons, may chang and crushed verbena mellowed against juicy peaches, basil and caraway and then surprises by trailing tender base notes of the softest musk and sweet woods as you pass by.

**Contains essential oils of:** may chang, verbena, basil, caraway, sweet orange, lime, lemon, eucalyptus.

#### **TUBEROSE & SANDALWOOD**

Overflowing with voluptuous sultry notes, this is truly an intoxicating combination and not for the faint hearted. Heady notes of neroli and jasmine introduce the hero of this fragrance, tuberose. Swathed in sandalwood and touched by a vanilla bean, its base notes offer a comforting romantic undertone to this exotic scent.

**Contains essential oils of:** sandalwood, ylang ylang, celery seed, vanilla oleoresin, tuberose absolute.

#### **PRECIOUS WOODS & VETIVER**

A favourite of Jaye's, this scent delivers a narcotic, ethereal experience. The intoxicating heart of midnight jasmine, clover and narcissus is lifted by the spiciness of coriander seeds and delicate orange blossom petals. Exotic precious woods of cedar, guaiacwood and sandalwood reflect the warm final notes before enveloping the sensual dampness of vetiver and tree fern.

**Contains essential oils of:** sandalwood, cedarwood, vetiver, styrax, lavender, guaiacwood, geranium, clove, basil, sandalwood, jasmine.

### **LAVENDER MT BLANC, VALENCIA & CLARY SAGE**

A soft gentle fragrance saturated with soothing balancing essential oils to assist in creating a calm, peaceful ambience. The graceful white scent of lavender mt blanc encased in geranium and clary sage is lifted tenderly by orange and bergamot oils and drawn together using precious sandalwood. This is truly a restful experience.

**Contains essential oils of:** lavender mt blanc, valencia orange, mandarin, rose geranium, bergamot, clary sage, frankincense, sandalwood.

### **GINGER LILLY & WATERFRUITS**

A naturally pretty, casual fragrance, Jaye modelled this scent after a Japanese water garden with its abundance of lovely notes. Ginger lily, lotus blossom and young bamboo sparkle against unique elements of the cotton candy scent of early morning Katsuratree, grapefruit and orris, drying down ever so slightly to a birch and lichen base.

**Contains essential oils of:** lemon, petitgrain, spearmint, galbanum, white grapefruit, birch, lotus leaf, melon extract, ginger.

### **Jaye Niemi Interior Perfumes**

Founded in 2004 by designer and interior fragrance stylist Jaye Niemi, all products are **AUSTRALIAN MADE** from only the best ingredients and are presented in the stylish, award-winning signature packaging that Jaye Niemi has become famous for. Jaye Niemi Interior Perfumes is based at Mooloolaba on Queensland's Sunshine Coast.

Jaye Niemi products can be found in high end designer boutiques in Australia, Japan, New Zealand, Maldives, Singapore, Hong Kong, the United Arab Emirates, Norway, Denmark, Sweden and Korea.

For stockist information phone: 07 5493 7987 or visit: [www.jayeniemi.com](http://www.jayeniemi.com)

### **Contact**

Jaye Niemi Interior Perfumes  
5/23 Premier Cct, Warana Sunshine Coast QLD 4575  
Phone: 07 5493 7987  
Email: [info@jayeniemi.com](mailto:info@jayeniemi.com)  
Web: [www.jayeniemi.com](http://www.jayeniemi.com)

### **More Information, samples, images or editorial:**

Jane Keighley  
JaKe Public Relations  
Phone: 07 5554 6034  
Mobile: 0403 504 624  
Email: [jane@jakepublicrelations.com.au](mailto:jane@jakepublicrelations.com.au)  
Web: [www.jakepublicrelations.com.au](http://www.jakepublicrelations.com.au)