

HALCYON BLUE FACT SHEET

ABOUT

US:

Debuting in August 2008, Australian-made Halcyon Blue bath and body products utilize enriching essential oils and fresh scents to pamper hair and skin. Free of artificial colors and SLS, the individually formulated line of luxury hair care products, shower gels, body and foot lotions and soaps feature the light, refreshing scents of bergamot, mandarin, peppermint, orange and grapefruit essential oils, designed to appeal to both men and women. A component of the Val Harding Collection, Halcyon Blue products are featured in fine hotels, spas and retail boutiques across the U.S.

ABOUT THE FOUNDER:

When Australian businesswoman Val Harding found she was often disappointed with the in-room bath amenities offered at fine hotels, the discerning traveler decided to create her own line of luxury bath and body products for leading hotels and resorts, health clubs, boutique properties, airline lounges and restaurants. Today, the Val Harding Collection is the result of her vision. In addition to distributing Molton Brown and Gilchrist & Soames luxury hotel amenities, Harding has created the Australian-based Serendipity bath and body line. Her Serendipity line can be found in some of Australia's most exclusive hotels, including Crown Ltd, Hamilton Island, Resort and Raes on Wategos, as well as creating signature Australian-made collections for Golden Door Retreats, The Lyall Spa, Peppers Retreats & Resorts, Hayman Island and Voyages Hotels & Resorts. Most recently, she launched Halcyon Blue for the U.S. market, with the exclusive bath and body line making its U.S. debut as the official in-room amenity of the five-star Hotel Bel-Air in Los Angeles, Calif. As her company continues to grow, Harding believes that customer service and personal attention are the keys to success. Her business philosophy was rewarded in 2007 when she was presented with the Ernst & Young Southern Region Entrepreneur of the Year Award.

ADDRESS:

Unit 8 Phillip Court, Port Melbourne,
Victoria, 3207, Australia
P.O. Box 5139
Garden City, Vic. 3207 Australia

- More -

Page 2-2-2-2/ Halcyon Blue Fact Sheet

PHONE: 011 61 3 9673 1444

WEBSITE: www.valhardingcollection.com

**PRODUCT
LINE:**

Shampoo (30 ml./100 ml.)--Enriched with avocado and macadamia oils, this gentle hair cleanser is lightly scented with bergamot and mandarin oils.

Conditioner (30 ml./100 ml.)--Designed to tame unmanageable tresses, this smoothing conditioner contains avocado and macadamia oils to enrich and bergamot and mandarin oils to refresh.

Body Wash (30 ml./100 ml.)--Infused with mandarin and bergamot oils, this hydrating shower gel softly cleanses the body.

Body Balm (30 ml./100 ml.)--This moisturizing lotion pampers skin with its deep hydrating qualities and its appealing mandarin and bergamot scent.

Foot Cream (12 ml.)--Featuring a combination of peppermint, rosemary and grapefruit oils, this soothing foot lotion calms and moistures dry feet.

Foot Gel (12 ml.)--Formulated with peppermint, rosemary and grapefruit oil, this reviving gel renews tired feet.

Lip Balm (12 ml.)--Shea butter and peppermint, Jojoba and orange oils work together in this healing balm to soften and moisturize lips.

Exfoliating Facial Scrub (12 ml.)--Utilizing bamboo particles to lightly exfoliate the skin, this refreshing scrub, infused with sweet orange and peppermint oils, leaves skin renewed and fresh.

-More-

Page 3-3-3-3/ Halcyon Blue Fact Sheet

Hand and Nail Cream (12 ml.)--Orange, bergamot and grapefruit oils work together in this moisturizing cream to keep hands and nails soft and cuticle free.

Shea Butter Soap (30 g./50 g.)--Embossed with the Halcyon Blue logo, this moisturizing soap leaves skin soft and supple.

IN-ROOM

AMENITIES:

Realizing that it's the small touches that make a hotel stay more memorable, Halcyon Blue also creates customized turn-down service amenities and personalized toiletries for its fine hotel and resort clients. From bath crystals and dental or shaving kits to stylishly packaged soap trios, exclusive amenities are personalized to meet the needs of each individual client. For example, for one resort that averaged a visitor stay of five nights, Harding put together an enticing package where each night a new body product was presented at turn-down, and on the final night, a chic white leather cosmetics bag lined with an Aboriginal print by up-and-coming designer Karin Heller was gifted to transport the products home.

PACKAGING:

With a clean, stylish design, Halcyon Blue products are thoughtfully presented in tubes rather than bottles to ensure easy application. Each product in the bath line features an individually created logo to help differentiate it from others at a quick glance.

Halcyon Blue is an Australian-based bath and body line featuring luxury hair, body and facial products. Made with essential oils and free of artificial colors and SLS, the exclusive collection is offered in fine hotels, spas and retail boutiques throughout the U.S. A part of the Val Harding Collection of luxury in-room guest amenities, Halcyon Blue can be found in the guestrooms of such world-class properties as the Hotel Bel-Air in Los Angeles, Calif. Halcyon Blue products are also available at www.valhardingcollection.com.

#

Contact:

Brian Garrido/ BMC-SF

Phone: (415) 874 – 9696

Email: Brian@burditchmc.com

Lisa Morbete/ Valerie Arias

(323) 932 - 6262

lisa@burditchmc.com/Valerie@burditchmc.com