

Contact:  
Brian Garrido  
Burditch Marketing Communication, Inc.  
(323) 932-6262  
brian@burditchmc.com

## REVIVE, REFRESH AND RENEW WITH HALCYON BLUE

### BODY & BATH PRODUCTS

#### New Product Line for Hotel Bel-Air

Made with enriching essential oils and fresh scents, Halcyon Blue bath and body products are the latest luxury import from Down Under. The exclusive line of Aussie hair care products, shower gels, body and foot lotions and soaps are free of artificial colors and SLS and were custom-formulated to pamper hair and skin. Bergamot, mandarin, peppermint, orange and grapefruit essential oils are included across the collection to create the line's light, refreshing scent, which appeals to both men and women. Launching in August 2008, Halcyon Blue debuts as the exclusive in-room amenity of the five-star Hotel Bel-Air in Los Angeles, Calif. Halcyon Blue products will also be featured in fine hotels, spas and retail boutiques across the U.S.

The Halcyon Blue collection includes:

Shampoo (30 ml/60ml/100 ml/200ml)--Enriched with avocado and macadamia oils, this gentle hair cleanser is lightly scented with bergamot and mandarin oils.

Conditioner (30 ml/60ml/100 ml/200ml)--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/60ml/100 ml/200ml)--Infused with mandarin and bergamot oils, this hydrating shower gel softly cleanses the body.

Body Balm (30 ml/60ml/100 ml/200ml)--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.

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.

Boxed Shea Butter Soap (30 g. /50 g.)--Embossed with the Halcyon Blue logo, this moisturizing soap creates a creamy lather leaving skin soft and supple.

"Halcyon is calm, peaceful, tranquil, and blissful," relays Australian businesswoman and Halcyon Blue creator Val Harding. Since customer satisfaction is an important foundation of Harding's company, the savvy entrepreneur decided to package Halcyon Blue products in tubes rather than bottles for easy application. Another thoughtful touch was added to the shampoo, conditioner, body wash and body balm: each product features a different logo variation, so they can be differentiated at a glance in the shower.

Halcyon Blue is just one component of the Val Harding Collection, which distributes luxury in-room guest amenities to prestigious properties. Its 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.

After winning the Ernst & Young Southern Region Entrepreneur of the Year in 2007, Harding decided to broaden her company's reach, including the U.S., Europe and the Middle East markets. She specifically created the Halcyon Blue line to introduce to the States.

Packaged for both consumer retail and in-room hotel amenity distribution, Halcyon Blue products can also be utilized as customized guest amenities, such as beautifully packaged embossed soap trios, and thoughtful turn-down gifts. For example, Harding assembled one turn-down package that spanned a resort's average stay of five nights. Each evening, guests received a different body product at turn-down, and on the final evening, they were presented with an alluring white leather cosmetics bag lined with a colorful Aboriginal print to carry home their new collection of Halcyon Blue products. Harding worked with up-and-coming designer Karin Heller to create the chic leather tote. "I'm very excited about working with Heller, and I hope we can continue to develop products with her," says Harding.

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 will be available 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](http://www.valhardingcollection.com).

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FOR MORE INFORMATION, CONTACT BURDITCH MARKETING AT

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