



SHOP FROM YOUR SOFA THIS CHRISTMAS WITH FLORAME

- organic Christmas gift ideas exclusively available online -

Solve your Christmas shopping dilemmas this year from the comfort of your own sofa, with **Florame**, France's leading independent producer of organic fair trade aromatherapy, skin care and home care products.

There's a wide range of unusual gift ideas, perfect for hard-to-buy-for friends and relatives. In addition, Florame's products are great for vegetarians and vegans as no products are tested on animals and no animal products feature as ingredients in Florame's range:

Homme for Men – an exclusive range of organic grooming products for men featuring a unique cedar-argan synergy oil compound. The Aftershave is 100% natural and organic with a distinctive fresh, woody fragrance and packaged beautifully in a 100ml glass bottle (£15.25). There is also the Aftershave Balm enriched with juniper berries and shea butter (£16.25) and an invigorating Massage Oil for daily use (£15.80).

Eaux de Toilette – Florame has introduced the world's first organic certified of eaux de toilette to the UK. A unique range of perfumes, each made with 100% pure organic essential oils diluted in 100% organic alcohol. Unlike conventional perfumes, no preservatives or synthetic chemicals are used, meaning that they are all suitable for use by people with sensitive skins. There are eight scents to choose from, including 'Citrus Fruits Garden' (winner of the Palme d'Or at France's leading natural products and organic show, the Nat Expo Show, Paris 2005) priced at £13.70 and the heady 'Absolutely Vanilla', priced at £21.40.

The scent of Christmas for under £10 – fill your home with warm, spicy gingerbread and aromatic Christmas pud – create the perfect festive atmosphere with Florame’s cinnamon and orange organic scented candle (£9.20). The same Christmassy scent is also available in Florame’s Provencal Wooden Diffuser. The Diffusers are both eco-friendly and organic, made using wood from sustainable sources. The wooden stick is placed directly into the bottle of organic essential oil and the oil is then drawn up the stick by capillary action into the wooden ball which slowly diffused the scent into the room, linen cupboard, wardrobe or car. There are nine different Diffusers to choose from and each lasts around six weeks (£7.35). You can even make your artificial tree smell just like the real thing with the Scots Pine Diffuser or Scots Pine essential oil (which can be sprinkled directly onto the tree).

Happy winter babies – Sleep Baby and Winter Baby are beautifully packaged floral waters designed for use with babies from birth up to three years old. Winter Baby is made from Globulus Eucalyptus floral waters, known for its decongestant properties, while Sleep Baby has been designed to help ease wind in young babies and to help them sleep more easily. The organic floral waters are a by-product of the steam distillation process used to create the essential oils and contain no trace of essential oils and so are safe to use undiluted. Each costs £9.30 and are ideal for use during or after bath time.

All Florame products are available exclusively online from www.florame.co.uk.

-ends-

Further Information:

Please note, this is just a small selection of gift ideas available from Florame. For details of the full range of products, a full press pack or if you have any questions whatsoever, please contact Lesley Singleton at LS Media on 020 8133 6795 / 07926 160 389 / Lesley@lsmedia.co.uk

High resolution photography is also available.

Notes to Editors:

Certified by the world’s leading organic certification body, EcoCert, and by France’s fair trade association, Nature & Progrès, Florame was founded in St Remy de Provence in

1990. Over the last 16 years it has grown to become a market leader in France, employing over 35 people and producing over 13 tonnes of essential oil-based products and pure essential oils each year. No Florame products are tested on animals.

Florame is committed to the organic ethos and only uses plants and plant extracts which are grown during their natural season. In addition to being a dedicated fair trade organisation, Florame has strong links with Madagascar and has worked closely with the government to help fund schools and provide irrigation systems for rural farming communities.

Florame produces over 300 organic products and is the first company in the world to have its range of eau de toilette certified organic by EcoCert.