

FOR IMMEDIATE REALEASE

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**CANDLE-LITE LAUNCHES *NATURAL GEMS*[™]
A 100% PURE SOY WAX CANDLE COLLECTION**

Cincinnati, OH, USA – November 2009 – Candle-lite has introduced *Natural Gems*[™] a 100% soy wax candle collection that blends the eco-movement with elements of luxury by capturing the significant fragrances and colors of the natural world.

The fragrance selections, aptly named *Glowing Amber*, *Garnet Crystals*, *Velvet Amethyst* and *Emerald Waters* contain essential oils and bring to life the alluring scents distinctive to today's home fragrance market.

Rich and dramatic hues provide the direction for the collection's compelling color palette. Jewel toned glass with a hint of sparkle showcases the natural color of the soy wax candles. Mindful of the environment, organic paints are used to achieve the striking color story.

The *Natural Gems* collection showcases two modern glass shapes, a 10-oz. and a 5-oz. hourglass jar and a gracefully curved 7.25- oz. tumbler. The collection is available for immediate shipment.

Candle-lite, a division of Lancaster Colony (LANC), is recognized as a leader in the candle industry and has been manufacturing quality candles in the USA since 1840.