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Candle-lite Introduces Odor-Neutralizing Technology In Reed Diffusers

Cincinnati, OH, USA – December 2008 – Candle-lite continues to develop and expand its presence in the Air Care category with the introduction of odor-neutralizing reed diffusers. Sharing the exclusive technology in candles with reed diffusers allows consumers to safely utilize odor-neutralizing properties in more areas of the home.

Candle-lite's two newest collections, Odor Clear™ and Fresh Expressions™ employ a unique odor-neutralizing technology that bonds with all types of household odors and makes them unnoticeable to the human nose. Both collections are now expanded to include reed diffusers.

The Odor Clear™ collection features soft, subtle ivory wax in a clean and simple 9-oz. glass. Four, nature inspired fragrances are infused with essential oils to create a fresh environment in any room of the home. A new 3.3 oz. reed diffuser complements the line. Non-permanent, 24-piece candle floor displays are available in two assortments.

Fresh Expressions™ employs the same exclusive odor-neutralizing technology in a specially designed candle core. Surrounding scented wax, infused with essential oils fills the air with fresh and natural fragrances. Fresh Expressions™ is offered in two sizes of filled glass jars and a new reed diffuser completes the line. Three different floor display offerings are designed to meet the needs of every retailer.

Odor Clear™ and Fresh Expressions™ are available for immediate shipment.

Candle-lite, a division of Lancaster Colony (LANC), is recognized as a leader in the US candle industry and has been manufacturing quality candles in USA since 1840. To view the complete candle offering visit our website at www.candle-lite.com or call 513-956-2383.