

PAÑPURI

FOR IMMEDIATE RELEASE

February 2017

Allure of Marrakech comes to life with PAÑPURI's new home ambiance masterpiece

Eclectic, alluring and complex, the city of Marrakech sits amongst the world's most adored places. A home to tradition, modernity and eccentricity, Marrakech has played muse to many artists and cinematographers; a venue for classics like *Gladiator*, *Lawrence of Arabia*, *Inception* and *Spectre* among others. Its charm is as inspiring as it is unforgettable.

Drawing on the vibrant spirit, rich colors and captivating aromas of the famed Red City, PAÑPURI proudly unveils its new home ambiance masterpiece **Marrakech Dreams**. Available in both 300g perfume candle and 100ml perfume diffuser, the Marrakech Dreams collection is infused with rich succulent red berries, lush fig leaves and cypress on a bed of earthy cedarwood and patchouli that sparks a bewildering spell.

Marrakech Dreams Perfume Candle (300g)

Encased in a scarlet red candle holder, the **Marrakech Dreams Perfume Candle** is intricately designed with the signature PAÑPURI peacock pattern embossed onto the glass. Employing a natural blend of soy, this masterpiece offers a clean and long-lasting burning. Free from use of lead, zinc, and other heavy metals that release dangerous amounts of toxins into the air, PAÑPURI's cotton wicks are specifically chosen for their high-performance fibers and other natural materials engineered into a constructed braid, providing benefits of a self-trimming wick posture.

Marrakech Dreams Perfume Diffuser (100ml)

Featuring an elegantly-shaped glass vessel with scarlet red hues hand-carved with the signature PAÑPURI peacock emblem, the Marrakech Dreams Perfume Diffuser comes with 10 microfiber sticks chosen for their durability and permeability, as well a diffuser oil that lasts upto two months. Beautifully presented in an opulent gift box, the diffuser scents spaces with ease and sophistication.

Conjuring the charm of the beloved Marrakech, a prefecture in the mid-southwestern region of Morocco whose eclectic and traditional vibe precedes its name, **Marrakech Dreams** embodies the pulsating energy that the city is renowned for, transporting the senses to the sights and echoes of this Moroccan city. Transforming any space with its delightful scent, this range provides the inspiration to restore and energize the spirit.

Passionate about creating delicate scents to set the mood for a warm, relaxing ambiance, PAÑPURI's **Marrakech Dreams** is formulated with no harmful chemicals such as aluminum, mineral oils, parabens, phenoxyethanol, phthalate, SLS, SLES and silicone.

For more information, please visit www.panpuri.com. You may also follow PAÑPURI on Facebook, Twitter, Instagram, Line@ and Weibo through @Panpuriofficial.

PAÑPURI

About PAÑPURI

A 100% natural and organic wellness lifestyle brand, inspired by ancient Asian spiritual and physical well-being remedies, PAÑPURI takes the senses on a journey that is tailored for the soul. PAÑPURI seeks out the finest efficacious natural and organic ingredients to create a luxurious range of high-quality skincare, haircare, body care and home ambiance. The PAÑPURI experience is a modern expression of authentic Asian heritage, Thainess and conscious luxury in everything that touches the senses.

Established in 2003, PAÑPURI is available in numerous key cities around the world. PAÑPURI's global distribution includes high-end retail locations, leading department stores, boutiques and spas, encompassing over 20 countries in 5 continents. In 2017, PAÑPURI will unveil its first Signature Store in the new and prestigious Ginza Six, billed as the largest retail facility in Ginza, Tokyo.

The Meaning of PAÑPURI

PAÑPURI is a compound name derived from ancient Sanskrit literature. Panna means wisdom in Thai while Puri refers to purity, discovery and is also a holy site of pilgrimage.