

PAÑPURI

FOR IMMEDIATE RELEASE

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PAÑPURI ushers in 2017 Chinese New Year with exclusive Year of the Rooster candle

In revelry of the 2017 Chinese New Year, **PAÑPURI** launches an exclusive home ambiance masterpiece that pays homage to the majestic rooster. One of the twelve animals in the Chinese zodiac, the rooster is an emblem of illumination that signifies pride, honesty, vigilance and courage. Its physical and moral fortitude are recognized for imparting the lesson of using one's voice for the greater good.

A universal symbol of punctuality and prosperity, the rooster is celebrated in PAÑPURI's **Early Riser Perfume Candle**, a delicate aroma that opens up with a zing of zesty lime, galbanum and bergamot, melded with the soothing marvels of lavender and basil, on top of an inspiring blend of thyme and anise.

Evoking subtle sophistication, the Early Riser is exquisitely encased in a unique ivory ceramic vessel intricately designed with the signature PAÑPURI peacock pattern and crafted using clay chosen for its exceptional eco-friendly properties. Employing meticulous production techniques that adhere to the British Ceramic Research Association's standards with the highest level of purification and material selection, the ceramic vessel also guarantees consumer safety with its food container grade quality, as it is free from lead, cadmium and other heavy metals. Complementing the clean burning that the PAÑPURI soy wax offers, the ceramic vessel, is a unique touch of finesse and purity, making each one a unique collectible item even long after its use.

In addition, the **Early Riser Perfume Candle**, available in 250 grams, is packaged in a matte, white, wood-free case, making it an ideal gift for loved ones or a personal home adornment.

Passionate about creating delicate scents to set the mood for a warm, relaxing ambiance, PAÑPURI's **Early Riser** 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.

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. Since 2003, PAÑPURI has sought 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.

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.