

PAÑPURI

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The art of candle burning perfected with PAÑPURI's new Essentials Set

Designed for an enhanced candle experience, PAÑPURI's new candle accessories set—the new **Art of Candle Burning Essentials**—sets out to complement PAÑPURI's extensive candle range, enabling any candle connoisseur to enjoy a PAÑPURI ambiance candle to its full potential. The new **Art of Candle Burning Essentials** ensures a clean, consistent and longer burning that lets one enjoy their PAÑPURI home ambiance candle to its full potential.

As with all candles, the first burn is important as it sets the stage for the life of the candle. Combined together to create awareness for proper candle care, the use of Art of Candle Burning Essentials helps to avoid common candle burning problems such as candle tunneling, uneven burning or excessive smoke. These situations commonly occur when the wick is not properly trimmed to its ideal length of about 7mm (1/4 inch). Essential to making a candle last longer, the wick must be trimmed after every 3 hours (for 300g candles) or 1 hour (for 50g candles) of burn time. The candle must not be completely burned at one time to prevent overheating or damage to the candle vessel.

In addition, the candle wick needs to be in the center to avoid wastage, uneven burning and soot forming on the sides of the candle holder. A great candle experience can be achieved through proper care and maintenance using the right tools. The Art of Candle Burning Essentials helps to promote a clean, even burn easily and safely. Packaged in a classic white box, the set comprises a Wick Trimmer, Snuffer and Matches:

Wick Trimmer

To prevent sooting and tunneling, PAÑPURI has chosen for its home ambiance candle wicks that provide the benefits of a self-trimming wick posture with rigidity approaching those found in cored wicks. In addition, the 100% stainless steel **Wick Trimmer** cuts the wick to its proper length to ensure a clean, even flame, avoid dripping and excessive smoking, and prevent soot from forming on the glass. Featuring an angled head, the wick trimmer easily collects wick trimmings.

Snuffer

Versatile and easy-to-use, the **Snuffer** is designed to extinguish a candle's flame safely without splattering wax, creating substantial unwanted smoke or forming soot around the candle vessel. The 100% stainless steel candle snuffer also prevents the wick from drifting off center or having it buried under solidified wax.

Matches

Ideal for hard to reach places, the long, delicate **Matches** ignite the wick with a single crack, comfortably lighting any PAÑPURI candle in style.

The ideal accompaniment to PAÑPURI's home ambiance candle collections, the **Art of Candle Burning Essentials** marries PAÑPURI's unique, eco-friendly formulations that employ a natural blend of soy wax,

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offering 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-end performance fibers and other natural materials engineered into a constructed braid, providing benefits of a self-trimming wick posture.

Available at all PAÑPURI stores and counters in Thailand from March 2017, the **Art of Candle Burning Essentials** is priced at THB 1,290.

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. 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.