

# PAÑPURI

FOR IMMEDIATE RELEASE

January 2018

## PAÑPURI celebrates Chinese New Year 2018 with limited edition Year of the Dog perfume candle

In conjunction with the upcoming Chinese New Year, **PAÑPURI** introduces a new and exclusive perfume candle inspired by the Year of the Dog. Born with a good nature, the dog is known to be amiable, kind and with a strong sense of loyalty. Often regarded to as man's best friend, the dog can understand the human spirit and is always ready to help.

In Chinese culture, the dog is considered auspicious as this domesticated animal is a good partner to human beings, establishing a true bond and staying with his master through thick or thin.

Symbolizing devotion, protection and bravery, the dog takes center stage in PAÑPURI's **True Bond Perfume Candle**, which features a refreshing aroma blended with peony and red berries above a mantle of delicate jasmine and green tea, enveloping any space with finesse and purity.

In this year's Chinese New Year's celebration, PAÑPURI presents a second installment of its limited edition candles featuring the animals of the Chinese zodiac. In 2017, PAÑPURI produced the Early Riser Perfume Candle, an invigorating home ambiance masterpiece exclusively created for the Year of the Rooster.

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

PAÑPURI's **True Bond Perfume Candle** employs a blend of premium soy wax, which is produced from the oil of soybeans through hydrogenation process. Using soy wax as the candle's main ingredient sustains the livelihood of soybean farmers while avoiding to endanger the environment. Each **True Bond Perfume Candle** is well-made to burn slowly and cleanly as well as ensuring that no toxins nor carcinogens are released into the air.

Conveying an air of subtle elegance, PAÑPURI's **True Bond Perfume Candle** is 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. Utilizing 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 sophistication, making each one a unique collectible item even long after its use.

In addition, the **True Bond Perfume Candle**, available in 260 grams, is packaged in a matte, white, wood-free case, making it an ideal gift for loved ones or a personal home adornment.

Essential to making a PAÑPURI candle last longer, the art of candle burning starts with the first burn as it sets the stage for the life of the candle. Before every lighting, the wick must be trimmed 1/4" to prevent

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unnecessary smoke and soot forming on the sides of the candle vessel. Burning a minimum 2 hours at a time is also vital in making sure that the wax pool is evenly burned, thus prohibiting tunneling. Lastly, the candle must be avoided to completely burn to its base to prevent overheating or damage to the candle vessel.

For more information, please visit [www.panpuri.com](http://www.panpuri.com). You may also follow PAÑPURI on Facebook, Twitter, Instagram, Line@ and Weibo through @Panpuriofficial.

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## 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.