

## Escents launches 2006 Holiday Bath Bomb Bear to support the Canadian Mental Health Association BC Division



**Vancouver, BC, November 20, 2006:** Vancouver based Escents Aromatherapy has chosen CMHA BC again as this year's charity of choice for their holiday store promotion. Two dollars from the sale of each plush bath bomb bear will support the work of CMHA. Decked out in festive reindeer antlers and jingle bells, the cuddly, stress-busting bear makes a great gift or decoration for the holidays. In its belly, you'll find a beautifully scented bath bomb that will inspire the receiver to kick back and relax in a skin-softening bath. Refill the bear's tummy with any Escents bath bomb all year round as it makes a great room deodorizer or bathroom fixture. The bear will be available in mid-November to purchase in Escents stores and online at [www.escentsaromatherapy.com](http://www.escentsaromatherapy.com) for \$12.95 plus tax.

Escents is proud to support the CMHA BC Division through this fundraising partnership and feel that their mandate of 'enriching lives' pairs perfectly with the goals of the CMHA to promote the mental health of British Columbians and support the resilience and recovery of people experiencing mental illness. Escents is firmly rooted in the philosophy that mental health and well being should be at the forefront of all of our daily lives. "Escents is pleased to support the CMHA BC Division with the 2006 Holiday Bath Bomb Bear program," said Jacqui MacNeill, founder and CEO, Escents. "We are entirely focused on enriching the daily lives of our customers and becoming involved with an organization that shares in that belief was a natural choice."

Escents is a Vancouver-based manufacturer, retailer and wholesaler of bath and body products. Escents imports all-natural plant ingredients and manufactures more than 350 products for sale in its 8 Lower Mainland and 29 world-wide retail locations.

CMHA BC is a charity with more than 50 years of service to British Columbians and focuses on community-based programs, education and information, research and advocacy to strengthen mental health services and policies. Visit CMHA's website to learn how you can double the amount of money donated to CMHA from the sale of a bear. You can also learn valuable tips on coping with holiday stress, blues, anxiety and grief.

For more information visit [www.cmha.bc.ca](http://www.cmha.bc.ca) or [www.escentsaromatherapy.com](http://www.escentsaromatherapy.com)

### Contacts:

Amanda Hehr  
VP, Marketing & Sales  
Escent's Aromatherapy  
T: 604.298.9298 ext. 36  
E: [ahehr@escentsaromatherapy.com](mailto:ahehr@escentsaromatherapy.com)

Sarah Hamid-Balma  
Director, Public Education and Communications  
Canadian Mental Health Association, BC Division  
T: 604.688.3234 ext. 225  
E: [shamidbalma@cmha.bc.ca](mailto:shamidbalma@cmha.bc.ca)