

ASHLEY & Co

THE NEW OLD

Media Release

June 2006

WASH UP OR WASH OUT

Introducing “Wash Up” for your hands - following the smell of success of their “Home Perfume” fragrance diffusers, New Zealand design company Ashley & Co set out to create a product that you could enjoy as much for the home as for yourself on a daily basis.

Each of the perfumes, created in collaboration with an Auckland Perfumery, has been re-defined in a beautiful product for your home, yet functional and beneficial for everyday use in a busy household.

“We had such a great response from customers who loved using the Home Perfume, and the fact that it was actual perfume that could be applied to the skin if they so wanted,” Jackie says. This opposed to the stereotypical pine, ocean fresh, or nauseating sweetness of your traditional home fragrance products – “If a product is good enough for your home, it should be good enough for you!”

These thoughts resonated into the development of Wash Up – with it’s combination of natural antiseptic extracts, use of botanical ingredients and the elimination of the controversial base of Sodium Lauryl Sulphate.

Wash Up incorporates the beauty of an old glass amber bottle with Ashley & Co’s signature scents, inspiring people to wash their hands, keeping everyone healthy. 500ml bottle, RRP \$28.00

Available throughout New Zealand in boutique gift and homeware stores, Wash Up complements other products in the Ashley & Co range of Home Perfume and Paper.

For further information, product samples and photography please contact Jackie at *Ashley & Co* on (+64) 9 418 4313, (+64) 21 994 900 or jackie@ashandco.com

For current stockist please visit www.ashandco.com