



Lauren Noir shines light on some manufacturing practices that are jeopardizing public health

NEWPORT BEACH, Calif. – February 27, 2009 – Lauren Noir urges consumers to be-aware of how and where companies are manufacturing their products. A vast number of studies conducted by the United States Environmental Protection Agency (EPA)¹, University of Michigan School of Public Health² and the United States Consumer Product Safety Commission (CPSC)³, to name a few, have confirmed that burning a candle with a lead-core wick for one (1) hour emits toxic lead levels almost 9 times higher than the EPA's safe tolerance limit and just after five (5) hours emits almost 44 times the limit. The EPA and CPSC have since banned lead-wick candles from the US marketplace; however, the ban is voluntary and therefore is not enforced or regulated in any manner. While there are, still US based companies manufacturing lead-wick candles, the majority of these candles are coming from overseas such as China, Taiwan, and Mexico. As part of Lauren Noir's Corporate Social Responsibility, their Triple bottom-line (people, planet and profit), and their newest campaign set to release in early April called Beauty Without Compromise™, the handmade, green, cruelty-free fragrance company exclusively uses the only two forms of safe wicks available: cotton and zinc-core. Education is an integral part of Lauren Noir's approach to better manufacturing awareness and standards that will hopefully change the way people think about products entirely. Lauren Noir is 100% handmade in the United States supporting local communities and providing safe, beautiful, luxurious products to the global market.

About Lauren Noir

Lauren Noir is focused on inspiring their customers to journey out into the rich memory banks of life and reveal beautiful memories in the past, and create new ones in the present through a deep emphasis on the power of smell. By handcrafting each fragrance using the highest level of environmentally friendly ingredients, Lauren Noir creates fragrances for their perfumes, candles, soaps, and diffusers that capture the moment and uniquely transform the mediocre into euphoria. As a Leaping Bunny certified compliant company, Lauren Noir is deeply invested in prohibiting animal testing/cruelty entirely.

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¹ Guo, Zhishi. "Characterization of Indoor Fine Particulate Matter Sources." Indoor Particle Sources. 10 January 2007. United States Environmental Protection Agency. 25 February 2009 <<http://www.epa.gov/appcdwww/iemb/sources.htm>>

² Nriagu, Jerome. "Candles with lead wicks emit lead into the air." News and Information Services. 6 October 1999. University of Michigan School of Public Health. 25 February 2009 <<http://www.umich.edu/~newsinfo/Releases/1999/Oct99/r100699.html>>

³ Hatlelid, Kristina. "Metal-Cored Candle Wicks Containing Lead and Candles With Such Wicks; Notice of Proposed Rulemaking." 20062 Federal Register / Vol. 67, No. 79 / Wednesday, April 24, 2002 / Proposed Rules. April 24, 2002. United States Consumer Product Safety Commission. 25 February 2009 <<http://www.cpsc.gov/BUSINFO/frnotices/fr02/wicks.pdf>>