

# Press Release:

Pure Sense by Paula Goes Hollywood

## FOR IMMEDIATE RELEASE

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Hollywood, California (November 13, 2004) – After two years, in Studio City, “Pure Sense by Paula” renowned for its reasonably priced, personalized body and bath products, has moved to a larger location at the new Schwab’s complex on 1525 Vine Street at Sunset Blvd. in Hollywood.

Pure Sense by Paula offers a complete line of aromatherapy and essential oils, bath and body care products drawing on 150 distinct scents. From cleansers to restoratives, Paula’s products work from hair to toe. Think of it as romance in a bottle, from massage oil to alluring perfume.

Paula’s fragrances aren’t mass-produced. By blending your own aromas you can evoke the feelings you choose. The store’s oils and essence evolved from Paula Naples’ work as massage and aroma therapist. Her hand-blended products proved so popular with her clients that they asked to take them home.

Paula invites harried shoppers to enter her relaxing environment for a soothing break, to create a unique gift for a loved one or an indulgence for oneself. “Our customers leave comforted, relaxed and dare I say, more feminine, once they’ve been anointed by our tantalizing balms.” Paula also carries products for men and children.

Every fragrance is alcohol free to retard evaporation. They are all produced fresh to protect one’s body and Mother Earth and are tolerated well by even those most sensitive.

This holiday season, you can blend a unique gift with custom fragrance, color, personalized labels, and complementary gift-wrapping. Are you shopping at the last minute? No problem. Let Pure Sense by Paula arrange delivery.

For a large selection at a convenient location, drop by Pure Sense by Paula at Sunset and Vine. The store is open from 12 PM – 8 PM Monday through Thursday, 12 PM –10 PM Friday and Saturday and 12 PM-6 PM on Sundays. When visiting the Sunday Hollywood Farmers Market on Selma & Vine, drop by between 12 and 2 PM to take advantage of Pure Sense by Paula’s “buys for a budget.” Take 25% off, a full quarter saved from every dollar. It’s Paula’s way to introduce you to her quality and pricing. An hour of parking is covered with validation. For more visit [www.PureSensebyPaula.com](http://www.PureSensebyPaula.com)

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