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## **FOR IMMEDIATE RELEASE:**

### **New Orleans Bath & Body Company Featured Exhibitor at the 2010 Miss Universe Gifting Suite**

(NEW ORLEANS, La.) – August 24, 2010 - Nica Naturals, a New Orleans-based company specializing in natural products for bath, body, hair and home was a featured exhibitor at the exclusive and official Gifting Suite for the 2010 Miss Universe® pageant at the Mandalay Bay Resort and Casino in Las Vegas on August 22<sup>nd</sup> and 23<sup>rd</sup>.

Nica Naturals' products were enthusiastically received by pageant contestants, celebrity judges and recording artists at the two-day event. Guests received their choice of the company's bestselling Sweetness Shea Butter Moisturizers, Caress Me Bath Salts, Bay Bay Brown Sugar Scrubs and Lavender Mist Soy Candles. Celebrities who received Nica Naturals products included Brett Michaels, Natalie Morales, Jane Seymour, Robin Leach, The Roots, Shiela E., William and Chynna Baldwin.

Benardett Jno-Finn, founder, said her company's inaugural participation in the high-profile event was an unforgettable experience.

"This has been a wonderful experience. Everyone was so gracious and eager to sample the products. I have put my heart into the development of these products and to receive such an overwhelmingly positive response from the contestants and celebrity guests has further affirmed the appeal of the Nica Naturals product line," she said.

The Miss Universe pageant is distributed to 195 countries and territories, and garners a viewing audience of over 1 billion annually. The televised competition comprised of 83 contestants who compete in three categories: swimsuit, evening gown and interview.

### **About Nica Naturals:**

Founded in 2007, Nica Naturals is a New Orleans-based company whose mission is to promote a holistic approach to health, beauty, wellness and restoration by providing quality natural products for bath, body, hair and home. Product offerings are complimented by resources that link nutrition and a healthy lifestyle as integral parts of achieving natural beauty. Current product offerings include bath salts, brown sugar scrubs, shea butter moisturizers, soaps and soy candles. For more information, visit us online at [www.nicanaturals.com](http://www.nicanaturals.com).

### **Media Contact:**

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Founded in 2007 by Benardett Jon-Finn, former resident of F'sted, St. Croix and a 2001 graduate of the St. Croix Educational Complex now residing in New Orleans, La., Nica Naturals' products were enthusiastically received by pageant contestants, celebrity judges and recording artists at the two-day event. Guests received their choice of the company's bestselling Sweetness Shea Butter Moisturizers, Caress Me Bath Salts, Bay Bay Brown Sugar Scrubs and Lavender Mist Soy Candles. Celebrities who received Nica Naturals products included Brett Michaels, Natalie Morales, Jane Seymour, Robin Leach, The Roots, Shiela E., William and Chynna Baldwin.

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