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**NAPA SOAP COMPANY'S LUXURIOUS BATH AND BODY, AROMATHERAPY  
AND HOMEKEEPING LINE IS DERIVED FROM NATURE'S BEST**

*Recycle and Repurpose Has Always Been Part of the Plan*

ST. HELENA, Calif. — (September 19, 2007) — In sync with the growing movement toward a cleaner, greener environment, **NAPA SOAP COMPANY** continues to expand its deliciously-scented, eco-friendly line of soaps, skincare, aromatherapy and home cleansing products, all created and inspired by local plants and recycled ingredients.

Founded by entrepreneur-mom and Napa Valley local, Sheila Rockwood, the green-minded company uses a range of indigenous ingredients including plant extracts, blends of red and white wine and grapeseed oil, a recycled by-product of the local wine industry.

“We wanted to develop a product that made sense in terms of my interests in aromatherapy and the way we live as a family with three young, active boys,” said Sheila. “The initial result—a line of handmade soaps—was met with a tremendous response and we’ve continued to expand from there.”

With distribution growing at select boutiques, personal care retailers, spas and hotels throughout the United States and regions in Japan, **NAPA SOAP COMPANY** continues to perfect a good thing. The range of natural, paraben-free products for bath and home now includes: Brown Sugar Body Butters and Brown Sugar Scrubs; hand soaps and lotions in Lavender and Grapefruit Pomegranate; Aromatherapy Home Cleansers in tangy Mandarin Grapefruit or Lavender Blend; and popular Home Diffusers in Lavender, Red Currant, Fig, Grapefruit Pomegranate and Orange Vanilla. The company has also had great success with its custom gift packs for the whole family. New this season are Berry Rosé (derived from rosé wine) and Basil Spice, two soaps dedicated to the discerning soap lover.

(more)

Founded in 2000 by Sheila Rockwood, **NAPA SOAP COMPANY** is a socially responsible, environmentally conscious producer of personal care, body, and home cleansing products. Located in California's Napa Valley, the company is committed to using the finest natural ingredients, many of which are grown locally and/or recycled. A portion of proceeds are donated to the Boys and Girls Clubs of St. Helena and Calistoga, a nonprofit organization committed to serving the various needs of school aged children in the upper Napa Valley.

For more information about **NAPA SOAP COMPANY** or to locate a retailer near you, please call 707.963.5010, or visit: [www.napasoap.com](http://www.napasoap.com)

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