

For Immediate Release

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AURORAE YOGA INTRODUCES NEW 100% SOY WAX PLEDGE CANDLE

Soothing Lavender Scented Candle is Nontoxic for Aromatherapy and Stress Release

MAHWAH, NEW JERSEY (May 28, 2013) – Successful Amazon.com e-retailer, Aurorae Yoga has introduced the new 100% Soy Wax Pledge Candle by Aurorae in Harmony Lavender scent to its Spa line of yoga products. The first of its kind in the new Pledge Candle line comes in a 6.8 oz. recyclable non-toxic tin container, boasts Aurorae's signature violet color and exudes a faint lavender scent that fills a room. It is currently listed on sale for \$14.95 on Aurorae's website www.auroraeyoga.com, where all sales are secure through Amazon.com.

This non-toxic meditation candle is made of 100% soy wax and does not produce black smoke or soot. The lavender scent, known for its anti-stress relief, is ideal for multiple activities such as for yoga, meditation, and Pilates in addition to burning in a Zen room or at home. It offers 30-35 hours of burning time, ensuring that users get the most of their purchase.

Aurorae Yoga was founded in October 2009 by Dennis Ingui, a former cancer patient who began practicing yoga to build his body and find inner peace of mind. Aurorae sells top-rated yoga mats, apparel, and accessories online through Amazon.com. Aurorae is headquartered in Mahwah, New Jersey, is a recipient of the STELLAService Award of Excellence, and is considered Amazon.com Top 3% seller.

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If you'd like more information about Aurorae, or to schedule an interview with Dennis Ingui, please call Eileen Connors at (504) 508-0796 or e-mail Eileen at Eileen@auroraeyoga.com.