



For Immediate Release

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AURORAE YOGA LAUNCHES SPA LINE WITH NEW LAVENDER MEDITATIVE MIST ROOM SPRAY

Aurora Offering 21-Day Meditation Challenge to Public

Mahwah, New Jersey (August 22, 2012) – Aurora Yoga launches the first Meditative Mist Aromatherapy room spray in a Lavender scent, as part of their newly formed Spa Organics line. The creation of the Meditative Mist Aromatherapy is in response to the success of Aurora's Organic Yoga Mat Wash, which is made in the United States by the Vermont Soap Company. The Organic Yoga Mat Wash is the number one selling product sold by the yoga company and is also developed by Vermont Soap Company.

The Lavender scent of the Aurora Meditative Mist Aromatherapy is a result of Aurora owner, Dennis Ingui's, travels to and around the coast of the Mediterranean Sea. This particular Lavender scent was eventually discovered in Le Castellat, a small village outside of Provence, France. It has been reproduced by the Vermont Soap Company and bottled in a luxurious mist bottle to add elegance to one's meditation space. The Meditative Mist Aromatherapy can be used to freshen and scent a room, linens, or yoga and fitness equipment.

Aurora is also offering a Free 21-Day Meditation Challenge to all potential customers willing to try five (5) minutes of meditation per day. Those who successfully finish the Challenge will receive a special discount code and a Facebook Badge. To sign up for the Meditation Challenge, visit auroraeyoga.com.

Aurora is a family-run yoga retailer founded in October 2009 by yoga student, Dennis Ingui. As a cancer survivor, Ingui began practicing yoga as an outlet in his life to help build his body and develop inner peace of mind, on which the foundations of Aurora were founded. Aurora sells top-reviewed yoga mats and accessories through Amazon.com. Aurora received the STELLAService Award of Excellence in 2011 and is a 2-time Top Holiday Seller by Amazon.com.

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



Web Submissions:

Aurora Yoga launches a Lavender Meditative Mist Aromatherapy for \$14.95 on Amazon.com. Receive a 15% discount code by signing up for Aurora's 21-Day Meditation Challenge on their website www.auroraeyoga.com.

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