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**EX·TRACTS ANNOUNCES WINNERS  
OF SUMMER 2009 BEST NEW PRODUCT AWARDS  
*Dayna Decker Botanika Collection Named 'Best of Show'***

NEW YORK, NY, August 18, 2009... Botanika Collection from Dayna Decker was awarded "Best of Show" yesterday in the *Best New Product Awards* competition at EX·TRACTS<sup>®</sup>, a division of the New York International Gift Fair<sup>®</sup> (NYIGF<sup>®</sup>). EX·TRACTS runs through Thursday, August 20, at New York City's Jacob K. Javits Convention Center.

Five additional awards were presented in product-specific categories: Bath & Body; Beauty Accessory; Cosmetic & Fragrance; Natural/Organic; and Packaging. The winners and finalists were selected by a panel of trade editors based on several criteria: innovative design; creative use of materials/construction; and use of new materials/technology.

The summer 2009 winners and finalists, selected from over 140 entries, are:

**BEST OF SHOW:**

**Dayna Decker** (Los Angeles, CA) for its Botanika Collection, a collection of candles, diffusers, parfum, bath and body products

**BATH & BODY CATEGORY:**

**Winner: Earthworks Products** (Tustin, CA) for its Earthworks Soap Wrapper, eco-friendly hand-cut papers

**Finalist: Flora Napa Valley** (Napa, CA) for its Olivina Meyer Lemon Body Butter

**Finalist: Seda France Candles** (Austin, TX) for its Classic Toile hand lotion

**BEAUTY ACCESSORY CATEGORY:**

**Winner: Warren Tricomi Haircare** (Ronkonkoma, NY) for its Green Walnut Masque, a repair treatment for hair

**Finalist: Dayna Decker** (Los Angeles, CA) for its Le Petite Parfum

**Finalist: Aglow A Soy Candle Company** (Canoga Park, CA) for its Recycled Glass Vase

**COSMETIC & FRAGRANCE CATEGORY:**

**Winner: Fragonard Parfumeur** (Grasse, France) for its Cette Nuit La, an oriental fragrance made of amber, leather, and patchouli in organic pouch

**Finalist: Floris London** (London, England) for its Floris No. 89 Eau de Toilette

**Finalist: Fruits & Passion** (Candiac, Quebec, Canada) for its Electric Fragrance Diffuser

**NATURAL/ORGANIC CATEGORY:**

**Winner: Compagnie de Provence** (San Diego, CA) for its Ylang Noir Dry Oil, moisturizing oil for body

**Finalist: Dayna Decker** (Los Angeles, CA) for its Essence Buffer

**Finalist: Soy Delicious** (Miami, FL) for its Moisturizing Candle

**PACKAGING CATEGORY:**

**Winner: Tatine** (Chicago, IL) for its Garden & Forest Infusions, handmade candles in glass

**Finalist: Earthworks Products** (Tustin, CA) for its Earthworks Soap

**Finalist: Berjang USA Inc** (Rancho Domingues, CA) for its Jacadi Paris

“These products stand out in the already impressive field of high-caliber personal care products at EX·TRACTS,” said Melissa Engongoro, EX·TRACTS Sales Manager.

The Best New Product Award judges were: Marianne Dougherty, Editor in Chief, *American Salon*; Ashley Trent, Associate Editor, *Giftware News*; Caroline Kennedy, Editor in Chief, *Gifts & Decorative Accessories*; Patricia Norins, CEO/Publisher, *GIFT SHOP*; and Nancy Jeffries, Contributing Editor, *Beauty Packaging* and *HAPPI*.

EX·TRACTS features 100 exhibitors of cosmetics, perfumes, skincare, bath & body care, beauty accessories, haircare, natural and organic products and well-being lines attracts 5,000 spa and salon attendees, as part of NYIGF’s 30,000 market participants. EX·TRACTS is one of eight divisions of the New York International Gift Fair<sup>®</sup>, and is held concurrently with New York Home Textiles Market Week<sup>®</sup>. The next edition of EX·TRACTS will take place Sunday, January 30-Thursday, February 4, 2010. Information is available online at [www.extractsnyc.com](http://www.extractsnyc.com)

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*Product and award presentation photos available upon request.*