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For Immediate Release

Heirloom Candles Launches with Line of Clean Burning, Sustainably-Made Soy Oil Candles

Hand-Poured, Artisanal Product So Pure It's Also a Fragrant Moisturizer

Husser, Louisiana/Fall 2008 — Some of the most beautiful home fragrances today are coming from a pastoral cattle ranch called Bald Cypress Ranch in the heart of South Louisiana. It is the home of Heirloom Candles, owned by Karen and Hank Schumacher, who operate their working farm in the picturesque little town of Husser.

The Schumachers' whimsical sense of discovery, respect and love for the land led Karen to begin making pure soy oil candles. Testing fragrances in her kitchen and attentively hand pouring each candle from oil melted in her best gumbo pot, Heirloom Candles truly began as a cottage business.

Her experiences working on the farm made creating a product that was 100 percent natural and sustainable the only option. She also discovered that the soy oil candles had a remarkable effect on her skin—it was incredibly soft, but not at all greasy. Even husband Hank, a natural salesman who worked with Karen in the early days cutting wicks, would offer his hand, saying in his thick Louisiana drawl: "Feel this old cowboy's hands. Soft as a baby's bottom." Buyers were hooked.

Today, Heirloom Candles' moisturizing candles contain nothing but pure soy oil, an all-cotton wick and skin-safe fragrance. There are no petroleum-based dyes or waxes.

Heirloom Candles are produced domestically using sustainable and environmentally-friendly practices from the inside out:

- Candles are made from the biodegradable, renewable resources of soybeans and cotton (wicks).
- Pure soy *oil* is used, no waxes of any kind. It cleans up with soap and water, and may be used as a fragrant moisturizer.
- Recyclable glass containers are sourced domestically, thereby reducing transport emissions.
- Packaging is made with 50 percent or more post-consumer waste and no additional filler, and labels are printed with soy ink.
- Completely non-toxic and non-carcinogenic, the candles burn clean, producing little or no soot versus petroleum products that give off carbon dioxide when burned.

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Heirloom Candles Launch
Page 2 of 2

Having since outgrown the kitchen and all four gumbo pots, the Schumacher's built a commercial production facility on Bald Cypress Ranch. Each candle is still poured by hand—many by Karen herself, to ensure each Heirloom Candle is produced to her rigorous standards of quality and hand-crafted care.

“We are so blessed to lead the lives we do,” says Karen. “Surrounded by family, living in God’s country, and doing what we love has turned a dream into a reality.”



Karen lives by the philosophies of the contemporary agrarian—one who balances tradition and innovation within the simple, organic beauty of living in a natural environment.

She continues: “We work the land as part of our livelihood. Everything we do is respectful of that heritage and Heirloom Candles is no exception. For me, creating a product for the body and home that is pure in form and sustainable in practice was a winner.” What Karen calls “comforting simplicity” in her return to classic fragrances is coupled with consumers’ desire for multi-purpose products, a knowledge of where those products originate, and a focus on luxury with affordability.

Heirloom Candles are fragranced with classic scents inspired by the gardens and countryside of the American South. Three fragrance collections make up the repertoire: Pastorale brings back warm memories of summers spent picking wildflower bouquets; Jardin where luxury is always in bloom; and Belle Maison reminiscent of favorite times at Grandma’s house.

Karen’s desire to stay connected with the land is coupled with her love of creating beautiful, fragrant candles. And she has found a responsive audience. Fans of Heirloom Candles love the silky soy oil as a moisturizer and the fact it’s a product made with handcrafted tradition. In the hectic pace of today’s culture, rediscovering one’s connection with the natural world is important. Meaningful, quality experiences mean incorporating the outdoors into indoor environments.

Clearly the Schumacher’s understand the best of both worlds.

About the Company

Heirloom Candles (www.heirloomcandles.com) is the maker of moisturizing soy oil candles scented with classic fragrances inspired by the gardens and countryside of the American South. Made entirely of U.S. products using sustainable and environmentally-friendly practices, the purity of the soy oil and skin-safe fragrance allow it to be used as a skin-softening moisturizer as well as a candle product. Karen Schumacher founded the company in 2001 with her husband, Hank, who also operates a working cattle ranch in the South Louisiana town of Husser. Fully committed to the communities it serves, Heirloom Candles supports a number of charitable organizations particularly those that support children and agriculture.

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