

E U F O R I A

PURE ROMANCE

Contact: Jackie Reau/Betsy Ross
Game Day Communications
(513) 929-4263

Pure Romance Launches First-Ever Luxury Brand with Euforia

CINCINNATI (February 1, 2017) – Pure Romance, the world’s leading and fastest growing woman-to-woman direct seller of relationship enhancement products, today launches its first-ever luxury brand called Euforia, a romance collection.

“Euforia is the result of years of development on a sophisticated addition to our already-popular Pure Romance lines,” said Chris Cicchinelli, President & CEO of Pure Romance. “Euforia features a high-end assortment of romance products and lingerie, exquisitely packaged and constructed with the highest quality materials and is a luxurious addition to your own collection, or a perfect Valentine’s Day gift for you and your partner.”

The Euforia line includes a carefully curated collection of intimacy accessories, lotions, jewelry and sleepwear. Accessories are constructed with soft silicone and 18-karat rose gold details including Caleo™ warming technology of the toys. The jewelry line features the Ascent Bangle and Pendant, both plated in 18-karat rose gold, accented with the Euforia insignia. Each jewelry piece is a limited-edition creation.

The Euforia lotions collection includes a firming cream blend of caffeine and botanical extracts with an ultra-nourishing formula for the skin. The luxe Euforia sleepwear collection features a camisole, t-shirt and shorts, all spun with bamboo fibers designed to adapt to body temperature while naturally wicking away moisture.

The Euforia line is available now at shopeuforia.com.

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About Pure Romance

Pure Romance is the world’s largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 30,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Canada, Puerto Rico, South Africa, and Australia.

For more information, visit www.pureromance.com.