

***For Immediate Release***



**lifespan**  
brands

## **Lifespan Brands™ Introduces Innovative Lava® Lamp Designs**

*Lava® Lamp: An American Icon Since 1965*

**ELK GROVE VILLAGE, IL** (August 22, 2017) Lifespan brands™ is proud to announce the addition of several new Lava® lamps to its line of iconic products. The fun new designs feature soothing Lava® flow, sparkling star glitter and interactive materials, creating innovative versions of the timeless Lava® lamp. The lamps are now available at [lavalamp.com](http://lavalamp.com) and other fine retailers online and in stores across the country and Canada.

The 14.5" Galaxy Colormax™ Lava® lamp allows you to explore space and all its wonders from the comfort of your home. Colormax™ technology takes color to the max as it makes the star glitter appear to change color as it flows up and down the hand-painted, tri-colored glass globe. The beautiful decal of a galaxy scene on the hand-spun base and cap of this lamp will create a relaxing environment in any space. The Galaxy Lava® lamp retails for \$19.99.

The 14.5" Graffiti Lava® lamp takes the beauty of street art to whole new level. The globe uses a cool spray paint technique to look like the graffiti from everyone's favorite cities. White wax appears to change color as it flows up and down the multi-colored globe so every viewing angle looks different & unique. The Graffiti Lava® lamp retails for \$19.99.

The 14.5" Hand Painted Rainbow Lava® lamp bring a splash of color to any room. The base, cap and globe are all painted by hand to capture all of the bright colors of a beautiful rainbow. The white wax appears to change colors as it flows up and down the tri-colored globe, creating the mesmerizing motion of the timeless Lava® lamp. The Hand Painted Rainbow Lava® lamp retails for \$19.99.

The 14.5" Scratch Off Lava® lamp allows you to be an artist and design your own unique looks. The lamp comes with a wooden tool to scratch off the black paint and reveal rainbow colors underneath. Individuals can doodle, write and draw to create their own completely distinctive and personalized Lava® lamp. Every Scratch Off Lava® lamp is truly one-of-a-kind. The Scratch Off Lava® lamp retails for \$24.99.

14.5" Neon Blue Lava® lamp. Designed with maximum color brightness in mind, the fluorescent wax is complimented by the lamp's sleek black base. Watch the relaxing motion as the wax melts, flows and moves slowly inside the glass globe. The Neon Blue Lava® lamp retails for \$16.99.



### ***About lifespan brands™***

**lifespan brands™** is the international manufacturing company that offers a wide range of products including: Lava® lamps, party products, novelty lighting and bathroom scales. Now over 50 years old and based out of Elk Grove Village, IL, **lifespan brands™** holds the US trademark rights to the shape and name **Lava® Lamp**. Their products are sold across various distribution channels in US, Canadian and European retailers. For more information, please visit [www.lavalamp.com](http://www.lavalamp.com).