

For Immediate Release



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Lifespan Brands™ Introduces Innovative LAVA® Lamp Designs

LAVA® Lamp: An American Icon Since 1965

ELK GROVE VILLAGE, IL (August 9, 2016) Lifespan brands™ is proud to announce the addition of several new LAVA® lamps to its line of iconic products. Experience the exciting lava, glitter and fire motion of these new designs.

Tri-colored Glitter Colormax™ 2136 – This LAVA® lamp takes glitter to a whole new level by mixing the beauty of a tri-colored globe with the sparkle of glitter. The hand-spun aluminum base and hand-painted, tri-colored glass globe make this lamp truly unique.

Pink Glittermax™ 2137 – This LAVA® lamp takes glitter to the max. Glitter paint on this lamp's hand-spun base and cap combined with swirling glitter inside the glass globe give it an extreme glitter look!

Gold Metallic LAVA® Lamp 2151 and Blue Metallic LAVA® Lamp 2154 – Reflect the motion of the moment with these highly reflective, metallic LAVA® lamps. The chrome finish on the hand-spun base and cap stand out in any setting.

Northern Lights Tri-colored Colormax™ 2160 – The Northern Lights LAVA® lamp allows you to enjoy one of the Seven Wonders of the World right at home! Colormax technology makes the glitter appear to change color as it flows up and down the hand-painted, tri-colored glass globe. The beautiful decal of a northern lights scene on the hand-spun base and cap of this lamp will create a relaxing mood.

Concert Tri-colored Colormax™ 2171 – Music and LAVA® lamps go together perfectly! This colorful LAVA® lamp captures the excitement of your favorite concert. The upbeat and bright decal of a concert scene on the hand-spun base and cap of this lamp will create a fun environment.

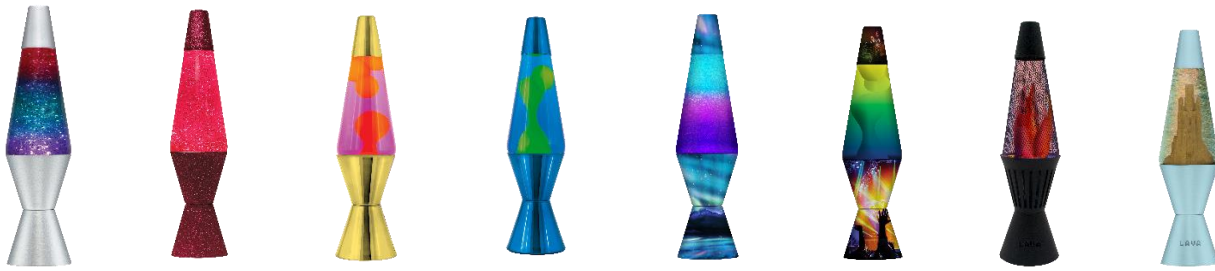
Fireplace 7225 – Ever wanted a mini fireplace in your own space? This lamp combines the look of a fireplace in the iconic LAVA® lamp shape! Watch the "flames" blow around as color changing LEDs in red, orange and purple simulate a real fireplace.

Sandcastle 7226 – This lamp will make you feel as though you spent a day at the beach. Watch the gold "sand" glitter swirl around a sandcastle inside an iconic LAVA® lamp shape in a soft blue colored base. Color changing LEDs in blue and white create a soothing mood.

All of these LAVA® Lamps provide soft, relaxing light and are exciting additions to the timeless LAVA® lamp line. They retail for \$19.99 and will be available for purchase at fine retailers across the country in addition to www.lavalamp.com starting August 1st. See the website for other new products also coming out in August from the Classic, Fun Lamp, Novelty and other LAVA® lamp lines.

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.



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