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Lifespan Brands Expands Beyond Lava Lamps, Launches Bright Source This August

Introducing an Innovative Lighting Concept from the Manufacturers of Lava Lamp

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ELK GROVE VILLAGE, Ill., Aug. 2, 2016 /PRNewswire/ -- From the makers of the Original Lava Lamp®, Bright Source™ is a *bright* idea in decorative lighting. Launching in August, Lifespan Brands, which manufactures Lava® Lamps, party products, novelty lighting and bathroom scales, is breaking into the conventional lighting arena with its new Bright Source™ lamp collection.

Combining Lava® motion with a completely new design aesthetic, the Bright Source™ collection creates an eye-catching lamp from their rich textures, pops of color and mesmerizing movement. Providing two lighting experiences in one lamp, the Lava® lamp emits a relaxing, soothing soft light, while the table lamp gives off a bright light perfect for reading, working or more! Offering the same trademarked iconic shape that people know and love while featuring new shapes and color combinations – a Bright Source™ lamp will add a stylish accent piece to any space.

"Our iconic shape and widely recognized Lava[®] brand lends credibility and excitement to our new Bright Source lamps with consumers. We have done extensive independent consumer research on this concept to make sure we have the best product in the perfect packaging at the right price," says Clay Farnsworth, President and CEO of lifespan brands.

ABOUT BRIGHT SOURCE

Bright Source™ is the latest innovation from the makers of the Original Lava[®] Lamp. This conventional lighting collection features the beauty of a Lava[®] motion with the functionality of a bright table lamp. Bright Source lamps feature on trend colors and design at an affordable price.

ABOUT LIFESPAN BRANDS

Lifespan brands is an Elk Grove Village based company which sells its unique branded products in several countries around the world. It is a leader in managing and building recognizable and highly valued branded consumer products including: Lava[®] Lamps, party products, novelty lighting and bathroom scales. Lifespan brands holds the US trademark rights to the iconic Lava[®] Lamp shape and name Lava[®] Lamp and their products are sold across various distribution channels in US, Canadian, and European retailers.

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