



**FOR IMMEDIATE RELEASE**

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**Leading Medical Research Organization Benefits from  
Sales of Air Care Product Line**

*Scent of Hope™ Launched by Maker of Popular  
Natural Magic® Odor-Control Products*

To support medical research at the world- renowned City of Hope®, Osmegen Inc. has launched the Scent of Hope™ line of odor-control and air freshener products.

The company will donate to City of Hope 30 cents from the sale of each product, says Osmegen President Robert C. Ashford.

“We know from our research that consumers welcome the chance to help fund potentially lifesaving medical research at City of Hope when they purchase our uniquely formulated and highly effective products,” Ashford said. “Our Natural Magic® line of odor-control products and air fresheners is extremely popular, and we anticipate the Scent of Hope brand will be a huge success, as well. Additionally, consumers feel good about retailers who participate in charitable programs, so this is truly a win-win situation.”

City of Hope is one of the world's leading research and treatment centers for cancer, diabetes, HIV/AIDS and other life-threatening diseases. Named by *U.S. News & World Report* as one of America's best medical centers for cancer treatment, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. Founded in 1913, City of Hope is a Comprehensive Cancer Center, the highest designation bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network. City of Hope's scientific knowledge is shared with medical centers locally and globally, helping patients battling life-threatening diseases around the corner and around the world.

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“City of Hope is extremely grateful to Osmegen Inc. for launching the Scent of Hope line,” said Alan Levey, executive vice president of City of Hope. “The funds raised through this and other products are invaluable in funding our groundbreaking cancer research efforts and helping to advance the medical breakthroughs that will lead to tomorrow’s cures.”

Two products are included in the Scent of Hope program. Scented odor-absorbing gels destroy the toughest household odors, then gently enhance the air with a citrus, lavender or berry scent. The powerful gel works by absorbing unwanted odors and converting them to non-toxic, odor-free compounds, working around the clock for up to 90 days. The decorative, 14-oz. containers have specially designed lids that can be adjusted to accommodate more or less airflow across the gel. This regulates the amount of scent released into the air.

Scent of Hope aromatherapy air fresheners, designed to complement the odor absorbing gels, come in 8-oz., non-aerosol pump bottles and are offered in cinnamon, peach and vanilla scents.

“These products provide the aromatherapy benefits of fragrance,” Ashford says, “And they can be used anytime a burst of pleasant scent is desired.”

Retailers can order Scent of Hope products with a wide range of merchandising options, including floor and counter displays, clip strips, mini-pallets and wire racks. Suggested retail prices are \$4.99 for the gels and \$3.99 for the sprays. Osmegen does not require minimum orders (master pack quantities only).

For an authorized distributor, call 800-376-2442.

Osmegen Inc. is a leader in the household and pet odor control products industry. Its products are also found on boats and recreational vehicles and in workplaces. The privately held company was founded in Pennsylvania’s Lehigh Valley 10 years ago.

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[Editors note: Products photos can be viewed at [www.naturalmagic.com](http://www.naturalmagic.com) in “Retailer Info” and can be requested through Kroeger Associates Inc., 610-821-1299, or [kathy@kroegerpr.com](mailto:kathy@kroegerpr.com).]