

DALLAS, TX, September 12, 2013 **/24-7PressRelease/** -- Welcoming, a new home fragrance, Loffon. Inspired and branded by perfumer, Jeremy and botanist, Alexis Loffon. Developed and perfected, with state of the art technology, Loffon brings a new meaning to everyday home fragrances.

Having exceptional experience from prior ties among aromatherapy industry perfumer, Jeremy Loffon moved to the United States in 1986, where the idea of unique home fragrances was sparked. Upon extensive research, his partner, botanist, Alexis Loffon merged her works of flowers and fruit alongside that of Jeremy Loffon, thus both having the philosophy of carefully molding the ideas of nature and aromatherapy to create an essence to bring in our everyday lives.

"It is to my utmost pleasure to announce our home fragrances' of Pink Vanilla, Pure Gardenia and Green Herbs! Our homes are confined amidst laughter, living, and learning with the ones we love, and when we bring natural aromas into our atmosphere, we are setting the tone for our experience of the word itself. You truly won't be disappointed," says the spokesman of Loffon.

Each fragrance carries a delightful warmth and natural experience to make every moment worthwhile. Among a few different home fragrances to choose, Loffon introduces Pink Vanilla; evokes a joyous tropical scent through a sweet delicate aroma of vanilla with hints of peach, apple, and blackcurrant. Pure Gardenia; a refreshing purifying essence of relaxation that flutters the atmosphere with fresh floral scents. Lastly, Green Herbs; a rejuvenating essence that warms the area with natural scents of green grass with hints of rosemary, magnolia flowers, pear, roses and apple.

Loffon offers an elegant and organic essence that will amplify and invigorate the heavens of our homes with rich sensuality and bright attitude. For further information, please contact (469) 475-3061.