

## **Candle Factory and Retail Outlet Opens in Historic Ephraim, Utah**

*Sunrise Scents Candle Co. offers candle lovers in rural Utah an alternative to small displays hidden in the back of drug stores, over-priced celebrity scents, and 2-week waits for the UPS driver.*

October 31, 2006 (FPRC) -- Sunrise Scents Candle Company, makers of premium hand-poured jar candles, decorative pillars, votive candles, and scented wax melts, is opening a retail outlet and candle-making shop at 35 South Main Street in historic Ephraim, Utah.

Dawn Beal, with her husband Bob, have been working feverishly in preparation for the grand opening, scheduled for Friday, November 10. "We're so excited to finally have a retail store and not just a little rack of candles pushed way in the back corner, but wall-to-wall candles - over 1500 on display, in every size, shape, color, and scent imaginable," says Dawn, as she hand paints the label of an Apple Cinnamon scented candle.

With nearly 100 fragrances available in both premium paraffin - a traditional candle wax, As well as soy - a 100% all-natural wax grown by American farmers, customers should have no problem finding their favorite jar or pillar candle. "Because I will be hand pouring the candles right on site, this lets me offer a level of service and custom designs the big-name corporations could never offer," Dawn says proudly.

One of Dawn's favorite candles to pour is a luminary that features a silhouette of the famous Manti LDS Temple in the background. She also sculpts wedding announcements, baby pictures, and memorials into her custom luminaries.

Sunrise Scents offers more than just candles. The store will also carry a wide selection of candle related gifts and accessories such as holders, ceramic and electric warmers, decorative centerpieces, hand-painted candle boxes, snuffers, and much more.

The fragrance market is a multi-billion dollar industry. According to the National Candle Association, 7 of 10 homes in the United States use candles on a regular basis. This number goes up significantly during the holidays. "The flickering flame of a candle," Dawn comments, "fills our home with a priceless feeling of warmth, security, and happiness. Candles are the least expensive luxury around and that is why people are so crazy about this industry."

### **About Sunrise Scents**

Disappointed with the high mark-up prices and marginal performance offered by many large candle corporations, Dawn Beal was determined to develop a superior scented candle. After months of experimentation, she founded Sunrise Scents Candle Co. in 2005. Through the Internet, business contacts, and word of mouth, Sunrise Scents has developed a strong market footing throughout Utah and several western states. In addition to web sales and retail stores, Sunrise Scents has assembled an ever growing family of Associates who market Sunrise Scents through home, brochure, and online parties, fundraisers, as well as their own personal clientele.

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