



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **SEMPRE BEVE HYDRATING LOTION: FROM RICH CRÈME TO SWEET FLASK**

*A silky potion in al fresco scents that evoke la dolce vita*

ATLANTA – Sempre Beve’s Hydrating Lotion, making its nationwide debut at the Atlanta International Gift and Home Furnishings Market® in July, keys on several vibrant lifestyle trends: the craft cocktail movement, scents that conjure emotional experiences, and product container that can be reused rather than discarded.

Sempre Beve Hydrating Lotion with shea butter and rich oils absorbs quickly and feels silky, never greasy. Each scent is based on the essence of an iconic Italian aperitivi – Americano, Aperitivo, Spritz, Vermuth, Orangecello, Limoncello and Champagna. An unscented version (Acqua) is also offered.

Sempre Beve (from the Italian words for "always" and "drink") loosely translates to "celebrate life every day." In developing the scents, Italian-born founder Ursula Terrasi wanted to go beyond merely replicating the ingredients in cocktails.

For example, she got the idea for Spritz while sitting on a terrace overlooking Lake Como in Italy, sipping an Aperol Spritz and smelling the wild sage that covered the hillsides. For her holiday candle, Champagna, she wanted to evoke a winter holiday scene straight out of a movie: a freshly cut tree and snow and champagne. Terrasi decided to launch the candles nationwide after they sold like hotcakes when she introduced them in her lifestyle store in Kansas City last December.

Once the lotion is gone, the high-quality frosted glass container becomes a sweet little flask. The transformation from home accent to cocktail ware fits in with growing customer demand for products that endure and are not discarded. A portion of Sempre Beve’s profits benefits highly rated conservation groups with a strong track record. This year’s recipient is the Nature Conservancy.

**About Sempre Beve:** *“Being Italian born, I’ve always embraced timeless style, natural materials, and la dolce vita – the art of living well. My al fresco scented, earth-friendly candles evoke the Italian tradition of aperitivi, a civilized ritual of savoring before-dinner drinks to whet the appetite. It’s about relaxing and enjoying life with friends.”* – Sempre Beve founder Ursula Terrasi.

*Sempre Beve products are manufactured in the United States using natural ingredients.*

*Terrasi owns a high-performing lifestyle store, Terrasi Living and Scandia Home, on the Country Club Plaza in Kansas City.*

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