

Beat: Business

## **DISNEY And SCENTSY Collaborate For FRAGRANCE COLLECTION**

### **Magic of Fragrance Meets Magic of Disney**

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**USPA NEWS** - Imagine trying to create Fragrances that capture Mickey Mouse's Charm, the Friendly Forest that makes up Winnie the Pooh's Hundred Acre Wood, or the Inquisitive and Open-Minded Bravery that is Belle ; International Fragrance and Home Décor Company Scentsy is doing just that. Scentsy is launching a Variety of Fragrance Products and Scented Plush Toys featuring Mickey and Minnie Mouse, Hundred Acre Wood, Disney Princess and Disney-Pixar Finding Nemo.

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The Collaboration with Disney will allow more than 100,000 Independent Scentsy Consultants across 11 Countries to sell the Disney Collection. The Collaboration was unveiled in Anaheim at Scentsy Family Reunion, the Company's Annual Convention.

Several Special-Edition Products will launch throughout the End of July and beginning of August, with the full Disney Collection available for Purchase through Independent Scentsy Consultants starting Sept. 1, 2018.

\* Photo cover (L) : Hundred Acre Wood - Scentsy Scent Pak and Winnie the Pooh and Tigger - Scentsy Buddies

\* Photo cover (R) : Mickey Mouse and Minnie Mouse - Scentsy Bars

Source : Scentsy, Inc.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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### **Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)