

# Spa Ceylon launches Ceylon Elephant Co

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Ceylon Elephant product range by Spa Ceylon

Spa Ceylon, the world's largest luxury Ayurveda chain, has strengthened its mission to aid and promote the work of elephant conservation projects in the island by launching a new range of luxurious products under the label Ceylon Elephant Company.

The brand is building upon its long history of commitment to the cause with a new pledge to donate ten per cent of the retail value of all Ceylon Elephant Company products towards strategic conservation projects identified by the company.

Recognising the existing threats faced by the elephant population in the island, Spa Ceylon has taken several initiatives over the last few years to help raise awareness

about their plight and to fund conservation projects that address the situation, such as 'Elephant Transit Home', 'Save the Ceylon Elephant' and the 'Project Orange Elephant'.

By introducing Ceylon Elephant Company, Spa Ceylon has created a decadent range of bath, body and home aroma products. These products are perfumed with fresh and invigorating blends of fragrant essential oils inspired by the resident environment of these majestic creatures. The aromatic blends of products are enriched with essential oils of Sandalwood, Pink Grapefruit, Frankincense, Kaffir Lime, Lemongrass, Eucalyptus and Patchouli. The formulae also include powerful Ayurveda actives, virgin coconut oil and natural fruit butters to soothe the body and uplift the soul.

The range of products utilising the formulae comprises home fragrance oil blends, elephant-shaped cleansing bars, luxury candles, home aroma diffusers, aromatic incense, aromatic car fresheners, room aroma sachets and a collection of luxury gift sets.