



FOR BEAUTY AND HEALTH, THE SECRET IS SILK

**Announcing *Silk 'N Dreams*, An Enticing New
Luxurious Collection of Silk Lifestyle Beauty,
Relaxation and Travel Accessories**

ORANGE COUNTY, CA/MIAMI, FL – The quest for beauty and well-being has never been stronger, with each of us willing to “splurge” on quality products that help us look or feel better. Now, a new line of exquisite, 100 percent silk beauty, relaxation, sleep and travel accessories is being introduced by *Silk 'N Dreams* of Orange County California and Miami, Florida.

“We’ve selected the softest and most heavenly silk, pure Charmeuse, to create our beauty, travel, sleep and relaxation accessories,” says Diane Eidelstein, vice-president and co-founding partner. “Our PillowCases, NeckPillows and EyeMasks are the ultimate affordable luxuries, and because they are lightweight, they can go with you wherever you go.”

Silk 'N Dreams introductory line of accessories includes PillowCases with French seams, EyeMasks with a hidden pocket to accommodate periods of rapid eye movement and a body contoured NeckPillow, all of beautiful “Heirloom Quality” Charmeuse silk.

“The secret is silk,” according to Victoria Bonetti, CEO and co-founder of *Silk 'N Dreams*. “For centuries, luxurious silk pillowcases have enhanced the beauty of royalty and women of fashion. Silk contains protein and 17 amino acids, and is therefore kind to skin and hair, no matter how fragile. In fact, silk pillowcases are often recommended by physicians, especially cosmetic surgeons, for patients following treatments and surgery.”

The gentle benefits of high quality silk are widely recognized. Skin and hair glide across silk’s smooth surface, free of the friction and resistance inherent in other fabrics, such as cotton and polyester. This means no knotting or tangling. Hairdos stay in place and ends don’t split. Silk prevents the wrinkled skin and frazzled hair that so often accompanies sleep or napping. Moreover, silk is naturally cool to the touch. At the same time, it provides warmth when temperatures drop.

“Silk is, quite simply, a miracle fabric,” adds Victoria, who handles design and operations from her office in Orange County, California.

The benefits of *Silk 'N Dreams* accessories are more than skin deep. All *Silk 'N Dreams* products are naturally hypo-allergenic, and because of their comforting feel, help alleviate stress. *Silk 'N Dreams* NeckPillow has been effective for relieving pain and discomfort caused by arthritis, injury and muscle duress, suitable for hospital stays and as a rest aide for those recovering from medical procedures.

“*Silk 'N Dreams* accessories are always perfect travel companions,” adds Diane. “They provide comfort even in a cramped airplane seat, and ensure a hygienic solution to airline pillows.”

Victoria Bonetti and Diane Eidelstein met “by chance and serendipity” while Diane was in LAX airport on a layover between flights from Miami to Australia. “As a travel gift, to wish her well in Australia, I gave Diane a pair of silk pillowcases I’d designed. She loved them, insisted we market them, and within months we became business partners.”

Already *Silk ‘N Dreams* is developing new products to extend the line. “Response has been overwhelming,” says Diane, who handles sales and marketing from her office in Miami, Florida. “Men, as well as women, are buying up the entire product line, and we are realizing how perfectly we fill a need for practical yet impressive corporate gifts. In fact, in addition to individual gift orders, we are able to fulfill corporate and private label requests.”

Silk ‘N Dreams products are available at select boutiques and specialty shops and also online at www.silkndreams.com. For more information or to purchase, contact *Silk ‘N Dreams* (toll-free) 1.866.877.SILK (7455) or email (info@silkndreams.com). Visit online at www.silkndreams.com.

ABOUT SILK ‘N DREAMS

Silk ‘N Dreams is a luxurious collection of lifestyle accessories made with 100% “Heirloom Quality” Charmeuse Silk, one of the finest silk fabrics in the world. Leveraging the natural soothing and therapeutic attributes of silk, Silk ‘N Dreams designs products of comfort and luxury that can be used at home and while on the go. For more, contact *Silk ‘N Dreams* 28241 Crown Valley Pkwy, Suite 618, Laguna Niguel, CA 92677. Ph: 1.866.877.SILK (7455) or email (info@silkndreams.com). Visit online at www.silkndreams.com.