



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

### **The Sleep Boss Launches Refillable Aromatherapy Range in First Concept Store**

**Local Aromatherapy Innovator, The Sleep Boss, Launches Sustainable Refillable Range in First Concept Store.**

*We'll be using this as an launchpad for our first refill station which will help us close the loop and take 360 degree responsibility for our products.*

**Melbourne, 6th May 2022.**

**The Sleep Boss** today announced that it has opened its first pop up concept store at the famous South Melbourne Market. The public is invited to celebrate the occasion and to experience the stunning range of Aromatherapy gifts firsthand.

Open for a limited time only, until June 19th 2022, The Sleep Boss will be located at the South Melbourne Market SO:ME space near the corner of Cecil and York St South Melbourne.

Open every Wednesday, Friday, Saturday and Sunday from 8am to 4pm (5pm Fridays).

The grand opening specials include bespoke Mother's Day gift sets, free samples, giveaways, daily specials, and our unique refillable range of essential oil products and accessories.

“This has been more than two years in the making, and we couldn't be happier with the outcome,” said Rachael Coupe, Founder. “This is huge step in our mission to reduce single use plastic use in the self care industry. People really love that our business takes 360 degree responsibility for our products, we want the casings sent back to us not sent to landfill”

The Sleep Boss is the new, sustainable essential oil and self care range available with refills and made with 100% natural Australian designed blends. Our bold aim is to reduce the

single-use plastic waste in the personal and self-care industry by creating the most beautiful range of reusable casings that you WANT to have in your home. Our products are uniquely designed to be refilled and reused until recycled, when you return them to us, in our zero waste program.

“We are loving being with the team at SO:ME space in South Melbourne Market,” said Rachael Coupe, Founder. “We are super excited to showcase our designs and our refillable offer.”

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