

Delectable™

BY CAKE BEAUTY

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SUPERNATURAL GIFT SHOPPING FOR EVERY GIRL

At a loss for what to get your fave ladies this season? The Delectable Holiday 2016 collection will have you prêt-a-gifter, au naturel.

Toronto, ON – Amidst the bustling gift-giving season, finding the perfect ideas for the bazillion recipients on your list can require seemingly supernatural powers – especially when much of it ends up being done at the last minute. But fear not! Delectable's Holiday 2016 Collection is bringing the supernatural on your behalf, making the holiday sharesies altogether adorable, easy-as-plum-pudding, and oh-so-naturally-delicious.

Cake Beauty, Canada's most iconic independent beauty brand, is excited to introduce its ultimate gifting superstars, made naturally in Canada for every girl on your list. Launching October 1, 2016, the Delectable Holiday 2016 Collection promises to make your experience effortless – and your giftees forever grateful.

"This year is all about the immediate holiday gratification," says Delectable creator and Cake Beauty founder, Heather Reier. "I designed the Delectable Holiday 2016 Collection to give people something natural that could be gifted as soon as you exit the checkout, while still having that totally fun and personal feel."

So what are we talking about here?

Delectable Mint to Be Gift Set

[Limited Edition Flavour Hand Cream with Bonus Notepad \(\\$12.00\)](#)

It's time to get the treat tray out with a fresh spin on our Delectable Ultra Nourishing Hand Cream. The limited edition Delectable Mint to Be gift set features our must-have holiday flavour: Sweet Mint, a mouth-watering scent that will leave you smelling like your favourite festive thin mints. Created with an exquisite blend of shea butter, coconut oil, and aloe vera, this natural stocking stuffer promises to nourish and protect dry, cracked hands in the cold winter months. Sweeter still? Mint to Be comes with a bonus Delectable notepad – a perfect pairing (and a perfect price point) for those last minute teacher, colleague, hairdresser... and dare we say, even self-gifts?

Supernatural, High-performing Ingredients:

YES: Shea butter, coconut oil, aloe vera

NO: Parabens, phthalates, GMOs, mineral oil, petrolatum, gluten, triclosan



For high rez images, go to: www.cakebeauty.com/blogs/pressroom



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Delectable Dream Cream Gift Set

Hand Cream 6-Pack Kit with 2 Limited Edition Flavours (\$18.00)

Looking for a delicious twist on our best-selling Delectable Ultra Nourishing Hand Cream Kit? The limited edition Delectable Dream Cream gift set includes our four yummy signature scents – Coconut & Cream, Vanilla & Cream, Strawberry & Cream, and Lemon & Cream – with the addition of two freshly baked flavours, just for the season: Sweet Mint and Sugar Plum. Our cult-favourite hand creams are enriched with shea butter and aloe vera to smooth and nourish the driest of hands even in the coldest climates. Each flavour in the set comes in a convenient 2 ounce size, perfect for stashing in your purse, car, bathroom counter, yoga bag, locker, desk drawer... everywhere your hands go! This is the ideal stocking-stuffer for the busy girl in your life, whose hands are always up to something – your sisters, moms, and girlfriends will be fans!

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Delectable Such Sweetness

Bodycare Gift Set with Limited Edition Flavour (\$19.99)

The Delectable Such Sweetness Bodycare Gift Set showcases our bath and body classics with the addition of a limited edition holiday flavour, Sweet Mint. Blended with high-quality, natural ingredients such as shea butter, coconut oil and aloe vera, these delicious goodies are a safe choice for any skin type. The adventurous girl on your list who loves to mix and match is going to be crazy about this head-to-toe sampler – gift the whole package to that someone special, and don't forget to pick up one for yourself!

Includes:

- Delectable by Cake Beauty Supremely Rich Body Wash in Lemon & Cream
- Delectable by Cake Beauty Triple Moisture Body Lotion in Strawberry & Cream
- Delectable by Cake Beauty Ultra Nourishing Hand Cream in Sweet Mint
- Delectable by Cake Beauty Radiance Boosting Hair & Body Mist in Coconut & Cream

Supernatural, High-performing Ingredients:

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Be every giftee's natural fave this holiday season with three super-fun, supernatural gift sets that will check off every lovely on your list - from the girl-on-the-go to the naturalista, and everything in between!



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WHERE TO BUY

Cake Beauty's Delectable Holiday 2016 Collection launches on October 1, 2016, at Shoppers Drug Mart and Loblaws locations nationwide. They will also be available to purchase at cakebeauty.com, well.ca, and kohls.com.

ABOUT CAKE BEAUTY

Cake Beauty is Canada's most iconic independent beauty brand, delivering naturally luxe, cruelty-free confections for hair and body since 2003. A cult favourite of beauty junkies and editors alike, Cake Beauty hits the sweet spot under the Delectable and Cake brands at national and boutique retailers and e-tailers throughout North America.

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