

FOR IMMEDIATE RELEASE

**YIPPICO.COM OFFERS UNIQUE FRENCH-DESIGNED LAMPE BERGER PRODUCTS FOR HOME AND OFFICE THAT EFFECTIVELY COMBINE AROMATHERAPY WITH ABILITY TO DESTROY ODOR AND STOP PROLIFERATION OF AIR-BORNE BACTERIA**

Milford, CN -- (PRnetwire) -- March 15, 2002 -- Julie Cook was so smitten by Lampe Berger products after discovering them in 1998 that she started her own company dedicated to these unique lamps. A mere three years later, her company YippiCo.com is the #1 U.S. internet retailer for les Lampe Berger (pronounced lamp berzjay).

"They're simply amazing," says Julie about the "original aromatherapy lamps" that she imports from the Paris-based company that has manufactured them for a century. Something of a cultural icon in France, the lamps aren't as well-known in the U.S., she adds.

The lamps had a modest beginning in 1898. French pharmacist Marcel Berger discovered a technique using a catalytic burner that could dissipate an alcohol-based essential oil into the air that would effectively destroy odor and reduce the spread of bacteria. During the early part of the 20th century, the lamps were used in hospitals, morgues, and even slaughterhouses.

By the 1930s, the lamps became increasingly valued for their decorative quality. They could be found in many living rooms and attracted collectors like perfume maven Gabrielle Chanel.

Today's lamps, as they were in the beginning, are filled with an alcohol-based liquid containing a fragrance. When the stone catalytic element is activated, the lamp can eliminate odor from a 1000-square foot room in 30 minutes. "They're very powerful," says Julie. Just 40 minutes of operation will also keep a 12 x 10-foot room aromatic for up to four hours.

Among its practical uses, Julie says that it's virtually impossible to detect cigarette or cigar smoke in a room after a Lampe Berger has been operating. It's equally effective in getting rid of annoying kitchen smells like fish or burnt popcorn. Among her clients are real estate agents who use a lamp before they show a house to prospective buyers.

Doctors also buy her lamps -- not just to create a pleasant atmosphere in their waiting rooms -- but also because the lamps significantly reduce the spread of air-borne bacteria. Asthma and allergy sufferers will appreciate these lamps, Julie points out. She has found the lamp effective for her own personal use. "Whenever I feel a cold starting, I'll use my lamp."

The YippiCo web site features an extensive line of Lampe Berger products. Lamps are made from glass, ceramic, china, Limoges porcelain or pewter. Designs range from simple and elegant to the exotic Signature series crafted by such outstanding artists as Regis Dho, Stefano Poletti and Pierre Casenove.

Lampe Berger products on the YippiCo site start at US\$43 for a frosted glass model all the way up to US\$1499 for an exquisite Grande Catherine from the company's Signature line. The latter is cobalt blue and clear hand-cut crystal by the Crystalleries des Vosges du Nord.

Each lamp comes in its own gift box with a wick and funnel and a 10-oz. sample fragrance that can be chosen from a selection (including a Neutral scent). Other Lampe Berger fragrances available range from Primavera Insecticide to keep away bugs to Jasmine and Rose for a calming effect.

The easy-to-navigate web site features a handy link to a visual guide that explains how to assemble and operate your lamp. If you need further operation information, there's also a Q&A link.

"Lampe Berger products make the ultimate gifts," says Julie. "They're useful, collectible and beautiful to look at."

#### ABOUT YIPPICO

YippiCo ([www.yippico.com](http://www.yippico.com)), located in Milford, Connecticut, was started by Julie and Jim Cook in 1999. Over three years, the company has grown to become the #1 U.S. internet retailer and #2 U.S. bricks-and-mortar retailer for Lampe Berger products. In addition to lamps, YippiCo sells a extensive line of natural soaps and skin care products, candles, essential and fragrance oils and incense. It also handles wholesale requests (excluding Lampe Berger products).

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