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# Lifestyle

## Fragrance Helps Provide Clean & Safe Drinking Water Around the Globe

Nov - 08 | Posted by: [Alicia](#) | [no comments](#).  
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We all love water, a sparkling swimming pool, a babbling stream, an ocean breeze, and of course, a refreshing bottle of your favorite spring or artesian water on a hot day or after a hard workout. In the western world, water is so accessible and we often take for granted that we will always have clean, safe drinking water right at our finger tips.



Did you know that 1 billion people living on this planet today are not so fortunate? That's roughly 1 in 8 human beings who do not currently have access to safe water for drinking and bathing.

Worldwide, the water and sanitation crisis claims more lives each year than all forms of violence, including war. Children are especially vulnerable to this catastrophic health crisis. Every 20 seconds a child dies from a water-related disease. How does purchasing a bottle of Cali Blue help?

When you buy a 1.7 fl oz bottle of Cali Blue eau de parfum spray, you aren't just treating yourself to the tranquil and clean scent of a fresh ocean breeze each time you spray it on. AromaEarth will donate 10% of the profits from each bottle of Cali Blue sold to Operation Blessing ([www.ob.org](http://www.ob.org)), to sponsor the creation of fresh water wells in impoverished villages throughout Asia and Africa.

Cali Blue is a crisp, clean, California sunshine blend of floral and citrus, with an ambery vanilla base... very beachy, very exquisite! 1.7 oz spray, retail price point \$32.00. Purchase Cali Blue at [www.aromaeath.com](http://www.aromaeath.com).

In the very short time since the launch of 'Cali Blue' fragrance, the unisex scent (you can share it with your boyfriend or husband!) has already gained an amazing celebrity following! Rachel Bilson, Kristen Bell, Taryn Manning, Brittany Snow, Kristin Chenoweth, and Giuliana Rancic are all fans of Cali Blue's clean smelling beach-y scent, but even more so, they all love the philanthropic mission behind the fragrance.

Cali Blue makes a great gift for the holidays, and your loved ones will be delighted to learn their new scent is helping people gain access to safe drinking water all over the world! There's nothing like a gift that keeps on giving!

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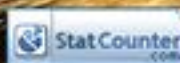
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pop, as in 'popular': (adjective) Pertaining to the common people, or the people as a whole as distinguished from any particular class. Having characteristics attributed to the common people and intended for or suited to ordinary people. culture: (noun) That which is excellent in the arts. A particular stage of civilization. The behaviors and beliefs characteristic of a particular social, ethnic, or age group. madness: (noun) The state of being mad. insanity, senseless folly, intense excitement or enthusiasm.

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