

***For Immediate Release***



### **Bright Source™ by Lifespan Brands™ Available for Purchase**

ELK GROVE VILLAGE, IL (November 29, 2016) Lifespan brands™ is proud to announce that its Bright Source™ lamp collection is now available for purchase on [www.lavalamp.com](http://www.lavalamp.com). Bright Source™ is the latest innovation from the makers of the Original Lava® lamp. Combining Lava® motion with a completely new design aesthetic, the Bright Source™ collection creates an eye-catching lamp from their rich textures, pops of color and mesmerizing movement. Providing two lighting experiences in one lamp, the Lava® lamp emits a relaxing, soothing soft light, while the table lamp gives off a bright light perfect for reading, working or more! Rich textures, pops of color and mesmerizing motion, create an eye-catching lamp for any room. Whether you're relaxing or hosting a party, a Bright Source™ lamp will add a stylish accent piece to any space.

"Our iconic shape and widely recognized Lava brand lends credibility and excitement to our new Bright Source lamps with consumers. We have done extensive independent consumer research on this concept to make sure we have the best product in the perfect packaging at the right price," says Clay Farnsworth, President and CEO of Lifespan Brands.

Bright Source™ lamps retail for \$54.99, with lamp shades at \$16.99, and can be purchased online at <https://lavalamp.com/product-category/bright-source/>.



### *About lifespan brands™*

**lifespan brands™** is the international manufacturing company that offers a wide range of products including: Lava® lamps, Bright Source™ lamps, party products, novelty lighting and Detecto® bathroom scales. Now over 50 years old and based out of Elk Grove Village, IL, **lifespan brands™** holds the US trademark rights to the shape and name Lava® lamp; is the owner of the registered trademark ICONNECT™ and uses the Detecto® registered trademark under an exclusive license with Cardinal Scale Manufacturing Company. **lifespan brands™** products are sold across various distribution channels in US, Canadian and European retailers. For more information, please visit [www.lifespanbrandsco.com](http://www.lifespanbrandsco.com), [www.lavalamp.com](http://www.lavalamp.com) and [www.detectohome.com](http://www.detectohome.com).

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