

LUSH CELEBRATES HALLOWEEN WITH A DAY OF THE DEAD MEXICAN FIESTA!

Saturday 30th October 2010

This Halloween, Lush has been inspired by the Mexican celebrations for '**Day of the Dead**', where family and friends gather together and celebrate the souls of their dearly departed, remembering good times and toasting old memories. Though it may sound gloomy or morbid, it's not! Typically Mexican (and also very Lush) the celebrations are colourful and vibrant and with this in mind, on **Saturday 30th October 2010 Lush shops nationwide will be opening up their doors to a fun-filled day that is sure to lift everyone's spirits (no pun intended!).**

The day's festivities will have a **Mexican theme** throughout so there will be lots of traditional **Mexican fiesta tunes, tortilla chips, yummy Skull Cakes and Sugar Skulls**, a traditional *Day of the Dead* festival treat made from sugar paste and decorated with flowers and coloured icing. Another important part of the festivities is the parade, where local townspeople dress up as ghouls, ghosts, mummies and skeletons. On Saturday 30th Lush's lovely staff will be dressed up and everyone will be welcome to join in their parade! The little'uns can even colour in their own special *Day of the Dead* themed cardboard masks to wear!



Day of the Dead celebrations are the inspiration behind our entire Halloween range of products this year. Introducing, the spectacular hat-shaped and brightly coloured **LADY CATRINA** soap (**£2.95 for 100g**)... Lady Catrina, and her hat, have become an iconic image for the Day of the Dead celebrations (see image), **CALavera** bath ballistic (**£2.95**) ... Calavera means skull in



Spanish, so drop this ballistic into your tub and watch as it interweaves different vibrant colours together in a celebration of the after life and **CALACAS** shower jellies (**£2.95**) ... these colourful jellies, named after 'skeleton' in Spanish, are designed to represent dancing skulls – another iconic image of the *Day of the Dead* celebrations.

So come on down to any Lush shop on Saturday 30th October and join in our *Day of the Dead* celebrations! To find your nearest Lush store, please call 01202 668 454 or visit www.lush.co.uk

For further press information, please contact Stephanie Boyd in Lush Press Office on 020 7434 3948 or stephanie@lush.co.uk