



Put on your masks!

Carnival and its history

LAURASTAR throughout the world

So Sweet Zerland, so LAURASTAR

Hints and tips: what to do if your iron spits water?

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A customer testimonial: how LAURASTAR makes my life easier

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Dear Mrs, dear Mr,

Here is our February newsletter, bringing you news of all the latest LAURASTAR products and enhancing your knowledge of ironing.

Whether you are looking to save yourself time, treat yourself or simplify your life by benefiting from unparalleled ironing quality, you will find everything you need in this newsletter.

We hope you enjoy reading it!

Your LAURASTAR team

'Carnival' and its history

Carnival is a festive period where social boundaries and roles are reversed. The king becomes a humble citizen and the beggar is crowned king of the Carnival; each goes about wearing a mask or make-up, hiding behind their masks to do what in normal life is forbidden. Social rules and conventions are modified, challenged and forgotten during the Carnival.

This Carnival tradition is almost as old as the human race itself. As with many festivals, its origins stem back to ancient times and to the Catholic Church.

Carnival traditions throughout the world:

Quebec Carnival

Taking place from 11 to 17 February, the Quebec Carnival has been illuminating the cold Quebec winter since 1861.

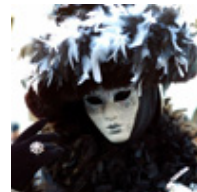
The *Bonhomme Carnaval* is the Carnival mascot, its symbolic emblem. He is the Carnival king, and on his official arrival in Quebec, the mayor hands him the keys to the city. This is the signal for festivities to begin. The Carnival king selects a queen from among 7 duchesses in a lottery draw. He is then accompanied by his queen and six duchesses at all the Carnival's major events such as the fireworks display and parade.



Venice Carnival

The Venice Carnival dates back to the 11th century. During this period, all excesses were permitted and of course incurred no punishment.

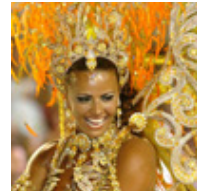
Initially, masks were worn only by men, but very soon they were adopted by the entire population of Venice, irrespective of gender or social class.



Rio Carnival

The Rio Carnival in its current format goes back to the 19th century: However, it was only in the 1930s, and following the abolition of slavery in 1888, that it became a popular entertainment bringing together all the residents. In Rio, the Carnival lasts five days. It begins with a parade of characters opening the festivities with the Carnival Queen.

On the following day the Samba schools parade through the streets from 7pm until dawn, each with up to three thousand dancers and around twenty floats.



Guianese Carnival

The Guianese Carnival reflects the ethnic diversity of French Guiana. The different cultures: African, French, West Indian, Amerindian, Haitian and Brazilian have all blended to produce a unique Carnival, the Guianese Carnival, which starts after Christmas and ends on Mardi Gras.



LAURASTAR throughout the world

The prime objective of LAURASTAR is to be the consumer's ally, by offering ironing solutions that combine expertise, knowledge of fabrics, and the care and laundering of linen. Thanks to total commitment on the part of its staff, LAURASTAR has a presence in over forty countries throughout the world.



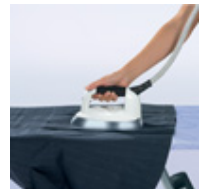
So Sweet Zerland, so LAURASTAR

The major Swiss brands have found their showcase. "So Sweet Zerland" is a book dedicated to emblematic Swiss brands. LAURASTAR is proud to be one of them and invites you to discover "So Sweet Zerland".



Hints and tips: what to do if your iron spits water?

In order to maintain your iron's unique performance, LAURASTAR experts advise you to rinse out the boiler regularly, either once a month or once every 10 ironing hours.



The use of AQUA REFILL filter granules, enables you to extend the life of your iron, and provides the ideal protection against limescale.

[Discover LAURASTAR on Facebook and YouTube too!](#)

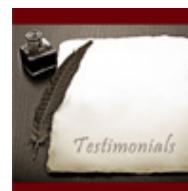
Watch the LAURASTAR videos on YouTube at <http://www.youtube.com/user/Divelit>. Be the first to receive our newsletter; become a fan of LAURASTAR on Facebook by going to <http://www.facebook.com/home.php#/pages/LAURASTAR>.



[A customer testimonial: How LAURASTAR makes my life easier!](#)

With 5 people in my household, including 3 children, I sometimes have as much as 12 hours of ironing a week. Since discovering the blower and vacuum system of the LAURASTAR active table, Mrs Jenny Duruisseaux has been able to save time, which she can now devote to her family.

Since buying a MAGIC i-S5 in December 2008, her first LAURASTAR purchase, she has been simply delighted.



"It's so simple; garments are ironed in one movement on a cushion of air. You simply run the iron over the garment once and the creases disappear ... it saves a vast amount of time when you are ironing for a whole family!"

Jenny dreamed of having her own LAURASTAR iron. Last year, she took the plunge and bought herself one.

"If I had to change my appliance, I would buy a new LAURASTAR immediately!"

If, like Jenny, you would like to save time on ironing, why not explore the world of LAURASTAR products and expert advice.

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