

E-NEWSLETTER

February 2010



Happy Valentine's Day

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Dear Ms, Dear Mr,

We are delighted to enclose our special Valentine's edition of the newsletter.

In it you will find information on the origins of this festival, along with tips for taking care of your appearance and looking your best for your loved ones.

We hope you enjoy reading it and wish you a very happy St Valentine's Day.

Your LAURASTAR team

Origins of St Valentine's Day: Did you know?

In most countries we have been celebrating St Valentine's Day for some decades. But do you know how the festival originated?

The association of the middle of February with love and fertility dates back to antiquity. In the Ancient Greek calendar, the period between mid-January and mid-February was the month of Gamelion and was dedicated to the sacred marriage of Zeus and Hera.

In Roman times, 15th February was known as Lupercalia or the Festival of Lupercus, the fertility god, who is depicted clad in goatskin. Priests of Lupercus would sacrifice goats to the god and drink wine, after which they would run through the streets of Rome half naked, touching passers-by with the strips of goatskin they held in their hands. Young women were happy to approach them, as the touch of the goatskin was believed to render them fertile and make childbirth easier. This pagan ceremony was in honour of Juno, the Roman goddess of women and marriage, and of Pan, the god of nature.

At least three different saints were named Valentine, all of them martyrs: Valentine of Rome (a priest), Valentine of Terni (a bishop) and the third a martyr from North Africa. Their saints' day was set as 14 February by decree of Pope Gelasius 1st, in around 498 AD.

The association between St Valentine's Day and courtly love is not mentioned in any historical record and is considered by historians to be a legend. Legend has it that the festival of St Valentine was created to put a stop to the practice of Lupercalia by young lovers who would write their names onto an urn, but this practice is not mentioned in any written source dating from this era.

St Valentine's Day was for a long time celebrated as the festival of single people, not couples. On the day itself, unmarried girls would disperse around the outskirts of their village and hide, waiting for the single boys to come and find them. Following this giant game of hide and seek, the newly formed couples would be likely to marry during the year ahead. This would generate a population growth and ensure the expansion of the villages.

Source: Wikipedia® article, February 2010

Tricks and tips: rinsing out your iron's boiler

To ensure consistent quality from your iron, regular maintenance is essential.

You should therefore rinse out your iron's boiler once a month or once every 10 ironing hours.

To view how to rinse out your system, click on the link below.

[MAGIC i-S6/i-S5/S4/LAURASTAR S4E/PREMIUM S3 systems](#)
[MAGIC EVOLUTION II system](#)
[Other irons \(pdf\)](#)

What our customers think

We are pleased to offer you an evaluation from a Swiss customer, in the form of article from an independent commercial website.

“Even a man can do it.”

Advantages: simple, quick, full of useful features.



Drawbacks: I have no excuses any more.

Evaluation: 5/5

"A man writing a review about ironing? Some people might think me a very good sort of guy... well think again; it's no big deal. Firstly, I hate all household chores and this is why I've bought a dishwasher, a bagless Hoover and now recently, this steam iron. I must admit that until now, I had never touched an iron in my life, convinced that ironing is women's work.

So while I was browsing in a store with my beloved for a video game, I just happened to come across a demonstration of this magical iron, the LAURASTAR. And then, the demonstrator started to show us how easy it is to iron shirts, jeans and other clothes. Screwing up all my courage, I went forward to try to iron a shirt. And then disaster struck. I actually succeeded in ironing a shirt! A shot of steam on the sleeves, a quick iron and it's done. Even better, you can just as easily hang the shirt on a hanger and iron it vertically. As a result, my partner, fascinated by the idea that I had just ironed something for myself, had the bright idea of buying the machine. This is why it was a disaster; it put an end to my excuses...I'm hopeless at it... it takes too long... it's women's work. This steam iron is a formidable enemy, guys.

It has a whole host of features: You can use the ironing table's blower function, creating a cushion of air that takes away the steam and dries the fabric. You can also set the opposite feature in motion, a vacuum that flattens your garment against the table and gives you crease-free ironing. You can also use your iron's steam function. It maintains a constant pressure and, as I mentioned before, even allows you to iron vertically. The water tank is secured to the legs of the ironing board. Once folded, this steam ironing system can be put away just like any other ironing board.

As regards safety, here too there's nothing to object to. As the steam is not hot, you can pass your hand under the jet of steam without hurting yourself. You can also leave your iron on the board and make yourself a sandwich without any risk; the iron will not carry on heating and there is no risk of damaging the ironing board cover (this cover, called X-TREMECOVER, is a heat resistant cover).

Ironing time is greatly reduced – my record for a shirt, which used to be 20 minutes, is now down to just 2.

I am not exactly sure what new features my iron has compared to the previous model, but this machine is really worth its price.

To sum up, I would recommend this steam iron to anyone who finds ironing difficult; anyone looking for excuses, though, should steer clear of it."

[Useful link: LAURASTAR fairs and demos](#)

To attend a LAURASTAR demo in your area, visit the "Events" section of our website, or click on the link below.

[Find a demo near you](#)

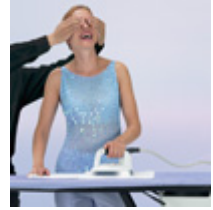


Coming soon: consumer study

LAURASTAR's objective has always been to make everyday tasks easier by offering you increasingly effective ironing solutions, so that you can devote more time to your loved ones and to leisure pursuits.

In the near future therefore, we are planning to ask some of our customers to help us by completing an online questionnaire.

It is possible that between now and next month, you may be contacted by market research companies LINK or Research Now. We thank you in anticipation of your invaluable collaboration.



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