

Beauty - Discover

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Discover

Eau de Toilettes are currently available in six scents, in two sizes 30ml and 100ml. Experimentation is a key part of finding the right fragrance, at a good value price, customers can keep exploring and experimenting until they find their perfect fragrance.

The six EDTs currently available are all very different as each belongs to a different fragrance family. Fragrance family is the categorisation used within the fragrance industry, placing individual fragrances into groups based on their dominant characteristics. Knowledge of today's keys fragrance families will help you to help customers select their fragrance.

FRAGRANCE	FRAGRANCE FAMILY	CHARACTERISTICS
Spiced Bergamot	Woody	Fragrances dominated by woody scents, e.g. sandalwood and cedar.
Pink Pepper	Gourmand	Fragrances with edible ingredient qualities, e.g. vanilla and pink pepper.
Soft Iris	Floral	Fragrances containing one of several flowers, e.g. iris, orange blossom, jasmine.
Fresh Lychee	Fruity	Fragrances containing fruit, e.g. lychee, raspberry, pear.
Water Coconut	Chypre (pronounced sheep-ra)	Meaning Cyprus in French. Based on ingredients native to the Mediterranean, e.g. bergamot, oak moss, orange.
Water Jasmine	Citrus	As the name implies, containing fruits, e.g. lime, lemon, mandarin.

Nowadays, customers enjoy having a selection of fragrances, often referring to as having a 'fragrance wardrobe'. The pleasure of which to wear, and when, is often determined by occasion, day or night. It's a beautiful choice to make.

Launching in July 21, two new fragrances:

Midnight Bossom	Ozonic floral	A clean and aquatic scent, with a rich floral heart.
Warm Neroli	Woody floral	Fresh top notes with deep floral notes, grounded by sweet vanilla.

In July, extending the range, Discover will be launching four Mens Fragrances:

FRAGRANCE	FRAGRANCE FAMILY	NOTES		CHARACTERISTICS
SPICED AMBER	FOUGERE MARINE	Top Notes: Oceanic, Mint, Coriander Mid Notes: Geranium, Neroli, Jasmine Base Notes: Sandalwood, Cedar, Amber, Musk	OCEANIC, NEROLI AND MUSK	Fresh mint and coriander from breath-taking oceanic notes, layered with geranium and neroli. Amber and musky base notes intensify and augment this fragrance.
BLACK PEPPER	FOUGERE WOODY	Top Notes: Lemon, Grapefruit, Pink Pepper Mid Notes: Jasmine, Nutmeg, Ginger Base Notes: Vetiver, Woody, Musk	VETIVER, GINGER AND MUSK	Fresh and citrus top notes blend intensely with ginger and nutmeg and are grounded by earthy vetiver.
COOL VETIVER	FOUGERE AROMATIC	Top Notes: Bergamot, Black Pepper Mid Notes: Lavender, Nutmeg, Star Anise Base Notes: Vanilla, Amber	BLACK PEPPER, VANILLA AND AMBER	Bergamot and black pepper notes are intertwined with spicy accords of nutmeg and star anise. Balanced with powerful amber.
OCEAN MUSK	WOODYORIENTAL	Top Notes: Grapefruit, Orange Mid Notes: Rose, Geranium, Cinnamon Base Notes: Amber, Patchouli, Cedar	AMBER, GERANIUM AND CEDAR	Opening with fresh top notes of grapefruit and zesty orange, moving into a warm heart of cinnamon, this fruity and spicy fragrance is layered with woody amber and cedar base notes.

Discover gift sets are available:



- CITRUS
- CHYPRE
- ORIENTAL
- WOODY
- GOURMAND
- FRUITY
- FLORAL





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