

Beauty - Autograph Women's Fragrance

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Autograph - Women's Fragrance

Individually Beautiful, even more perfect together

For all those customer that have dreamed of creating their own fragrance Autograph Riviera Neroli, Plum Blossom and Celestial Fig gives them that opportunity.

Each fragrance can be worn on its own or mixed with each other, allowing customers to create their own personal fragrance.

Modern Fragrances are created using three note structure – the pyramid system. This structure controls the way particular ingredients become noticeable during the time the fragrance is worn.

In the creation of a fragrance the nose/perfumer begins with the base note and works through to create the middle and top notes.

In the case of these three Autograph fragrances, this work has already been done for those customers wishing to go one step further and create their own fragrance.

Here's a description of each fragrance and ideally how to layer them, if desired. These top, middle and base notes are also clearly visible on the packaging.



Fragrance	Fragrance Family	Top/Middle/Base notes	Layering story
Riviera Neroli	Citrus/Fresh Floral	Top - bergamot, grapefruit, petitgrain Middle - neroli, jasmine Base - vanilla, musk	Layer 1 will add sparkle and freshness
Plum Blossom	Warm family	Top - mandarin, pink pepper Middle - plum blossom, peony Base - musk, sandalwood	Can be used as a layer 1 or layer 2 - has a floral bouquet and fruity tones
Celestial Fig	Green (these ingredients smell fresh, crisp and are natural e.g., grass, marine plants and dewy leaves)	Top - timor pepper, lemon, cardamon, bergamot Middle - fig cassis leaf Base - moss, vetiver, musk	Adds greenness and fresh botanical notes without overpowering other fragrances. Adds depth as a 3rd layer

Riviera Neroli, Plum Blossom and Celestial Fig and eau de parfum – they contain more essential oils than an eau de toilette and will generally last longer.


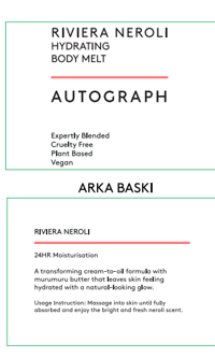


To remind you, the length of time a fragrance will last is denoted by fragrance strength. This, in turn, is denoted by how much concentrated oil it contains, the more oil, the more expensive the fragrance. The higher the percentage of oils, the longer the fragrance will last and the less the customer has to apply.

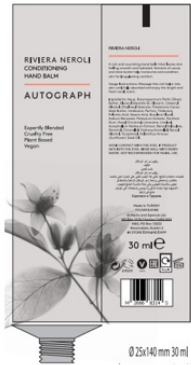
	Amount of oil	Will last
Perfume	15% to 30%	6 hours plus
Eau de Parfum	12% to 15%	3 to 5 hours
Eau de Toilette	7% to 12%	2 to 4 hours




The above times our average across the fragrance industry

Autograph fragrance are available in three scents across two sizes 30ml and 100ml.



	VELVET SHOWER OIL	HYDRATING BODY MELT	EXFOLIATING BODY SCRUB	LUXURY WHIPPED BODY SOAP
HERO LINE				
Ingredients	Contains emollients such as Coconut and Olive Oils to increase hydration. Contains Antioxidant Vitamin E & Moisture Booster Vitamin F	Contains Ecocert Certified Murumuru Butter. Murumuru Butter comes from Palm Tree and is rich in fatty acids to provide lasting moisturisation	Contains emollients such as Sweet Almond Oil to increase hydration and a Seaweed Extract rich in Vitamins, Minerals and Anti-Oxidants to help protect the skin	Contains a Seaweed Extract rich in Vitamins, Minerals and Anti-Oxidants to help protect the skin
Hand Applied Labels	COULD SAY 'HAND FINISHED' AS THE LABELS AND CAPS ARE APPLIED BY HAND			

	CONDITIONING HAND BLAM	NOURISING HAND LOTION	GENTLE CLEANSING HAND WASH
			
Ingredients	Contains Shea and Cocoa Butters to increase hydration, and a Seaweed Extract rich in Vitamins, Minerals and Anti-Oxidants to help protect the skin	Contains Shea Butter to increase hydration, and a Seaweed Extract rich in Vitamins, Minerals and Anti-Oxidants to help protect the skin	Contains Panthenol and a Seaweed Extract rich in Vitamins, Minerals and Anti-Oxidants to help protect the skin
Hand Applied Labels		COULD SAY 'HAND FINISHED' AS THE LABELS AND CAPS ARE APPLIED BY HAND	COULD SAY 'HAND FINISHED' AS THE LABELS AND CAPS ARE APPLIED BY HAND

	RIVIERA NEROLI 100ML & 30ML EDT	PLUM BLOSSOM 100ML & 30ML EDT	CELESTIAL FIG 100ML & 30ML EDT
			
Ingredients	The Orange essential oils is extracted as a by-product of orange juice production by centrifugation, producing a cold-pressed oil. It is sourced from Italy The Ylang-Ylang essential oil is rectified in South of France to highlight the natural floral facets of the extract and brings delightful soft notes.	Damask rose oil sourced from Turkey Patchouli oil distilled in Indonesia	The Timur Pepper is sourced from Nepal while supporting the local communities with the construction of rain-water tanks and women educational program to better manage their revenue.
	Made in the UK Cruelty Free	Made in the UK Cruelty Free	Made in the UK Cruelty free

Autograph

*OF = Olfactive Family

Women's Fragrance range currently composed of 3 EDP's, with a high level of fragrance, and sold at a more premium price point. Fragrance can be layered or worn alone, and are available to buy in a 100ml & 30ml size.

CURRENT RANGE

Plum Blossom – notes of Mandarin, Pink Pepper, Plum Blossom, Peony, Musk & Sandalwood (Warm/Fruity OF)

Riviera Neroli – notes of Bergamot, Grapefruit, Petitgrain, Neroli, Jasmine, Vanilla & Musk (Citrus/Fresh Floral OF)

Celestial Fig – notes of Timur Pepper, Lemon, Cardamom, Bergamot, Fig, Cassis leaf, Moss, Vetiver & Musk (Green OF)

PRICE POINT

100ml sgl - £19.50

30ml sgl - £9.50

SIZES OFFERED

100ml & 30ml available per scent

INGREDIENTS STORIES

Fragrances can be layered or worn alone. When layered, Celestial Fig is the base fragrance, adding greenness and fresh botanical notes without being too overpowering. Plum Blossom is the middle fragrance, a floral bouquet with juicy fruity tones and bright pink pepper. It has depth that can be lightened with Neroli or strengthened with Fig. Riviera Neroli is the top fragrance, adding brightness and freshness.

FRAGRANCE LEVEL

EDP - 15%

