

## **PRODUCT CATALOGUE: OPENING PAGE NOTE**

A fragrance can speak without words, and it can say what a thousand words cannot. Fragrances can unlock forgotten memories – they can bring to light the deepest of emotions, which are the hidden springs of life. Fragrances are linked to emotions. A pleasant fragrance has a salutary effect on us, and in the presence of such an aroma, we tend to find all else also pleasant. Studies have shown that a person who smells good is perceived to be better-looking than one who doesn't.

This R\_\_\_\_\_i collection of unique fragrances is created around the concept that the uniqueness of your personality can be expressed in the delicate nuances of fragrance, in a way possible in no other medium. Just as your clothes express your personality and your mood, we believe a fragrance can communicate who you are—and in an even more immediate and compelling way.

These initial offerings evoke the moods of the day as it progresses from the early hours of the morning enlivened with birdsong, to the final moments of the night as they retreat into the velvety quietness of the promise-filled dark ...

- The clean invigorating freshness of the dawn
- The busy activity-filled span of the working hours
- The tried and true companionship of eventide
- The seductive sensuality of the darkening night

We invite you explore these fragrances and discover the subtle shades of your own individuality within them and create your very own personal ensemble of perfumes. Make them your own.

## **PRODUCT CATALOGUE: SECTION NOTES**

### **Of the Dawn**

These are the scents of the early morning, the freshness of morning dew, the cool of the gentle dawn breezes. The bright cheerfulness of a new day breaking. The insistent urge of new peaks to scale, new goals to reach.

These fragrances are energizing—they help to clear the mind and impart a feeling of fresh cleanliness. They make for a happy, sunny, optimistic outlook, and give one an aura of effortless grace. They call up the enthusiasm of a new beginning and all the hopes and possibilities that it brings.

Join in. Get your own personal spirit of the dawn.

### **Into the Eventful Day**

Move into the action-filled day with these fragrances. Let your ideas and abilities blossom forth. These perfumes, sometimes romantic, often feminine, add a touch of grace and subtlety to everything you do.

They make for serenity, and create a perception of being close to nature and her timeless eternal beauty. In the midst of the tumultuous action they create a calm centre from which your every decision can be made with assurance and conviction.

Own a precious moment of tranquility that you can carry with you everywhere you go.

### **In the Evening Hours**

These scents of the evening are warm and long lasting. They accentuate the reliable, enduring facets of one's nature -but can range widely from sensual to edgy. Usually masculine, they evoke the reliable and steadfast facets of one's nature.

Staunch and true, they recall the air of an evening spent in the company of close friends and allies, ambassadors and potentates, captains of industry, the powerful and the great.

Possess your very own aura of charisma—of power and influence.

### **The Mystery of the Night**

At the end of the long fruitful day, and the momentous portents of the evening, we set our faces towards the the night. What mysteries does it hold, and what new enigmas will it reveal? This last range of fragrances brings to light the hidden ancient impulses in our human psyche.

They recall the close ties we once held to the domain of Artemis, virgin goddess of the hunt, wilderness, animals. Love and beauty, desire and pleasure—these are some of the emotions the night brings forth in us.

Acquire your own magical aura of mystery, discovery and fulfillment.

## **Tester Strip**

### **Option 1:**

Tester strips in testing areas for each range will have distinct call-to-action lines:

#### **Area #1 (Of the Dawn)**

Join in. Get your own personal spirit of the dawn.

#### **Area #2 (Into the Eventful Day)**

Own a precious moment of tranquility that you can carry with you everywhere you go.

#### **Area #3 (In the Evening Hours)**

Possess your very own aura of power and influence.

#### **Area #4 (The Mystery of the Night)**

Acquire your own magical aura of mystery, discovery and fulfillment.

### **Option 2:**

All areas will have a common line:

Claim your inheritance of charisma. Buy a R\_\_\_\_i perfume today.