



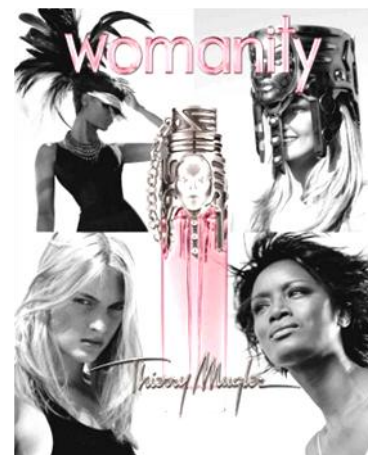
> Vote for the 2010 - USA fifi awards in NY
Until May 19TH ! At <http://onemightydrop.com/>

Who has the wow factor in fragrance? Which perfume perfectly suits you? What is your perfume styling? Whatever your perfume preference, you're sure to find a winner among the fabulous fragrances being honored at this year's FiFi's® on June 10th. Consumer voting for the FiFi's®, considered the "Oscars" of the fragrance world, begins on Wednesday, April 28th through Wednesday May 19th Ceremony in NY June 10th

> Womanity by Thierry Mugler

Event !

After the successful fragrances Angel and Alien, a new chapter has been written in the Mugler's fragrance book. A new feminine fragrance called WOMANITY will be launched this fall 2010. Womanity means women, city and femininity. And above all humanity. **Perfumers of Mane** have composed the juice on an idea of **Fabrice Pellegrin**, with olfactory expert Pierre Aulas. By using the new molecular process of extraction, Mane managed to extract natural aromas *of fig for sweet accords. Salty notes originate from caviar and the structure in ensured by fig wood accords. A savoury and sweet balanced* pink fragrance which surprise all women. The bottle is topped by a gothic frieze of metal which includes an enigmatic feminine face.



> Infusions by Prada

Limited edition duo for this spring with **Infusion de Tubéreuse + Infusion de Vétiver**

Perfumer **Daniela Andrier** said that "*Infusion de Tubéreuse uses the fresh green buds of tuberose, rather than the very sweet lactonic mature petals*"

A light, carnal and delightful scent with fruity musky undertones, like a watercolour Become addict.



>Salvador by Salvador Dali (Cofinluxe)

SALVADOR, the ultimate challenge of creating a men's fragrance to embody the talent, elegance and renown of an avant-garde genius.

A fragrance to pay homage to Salvador Dali – a timeless dandy whose extravagance and originality was combined with refinement and distinction.

Composed by **Michel Almairac** as a *woody, amber, spicy fragrance*. A new, spicy freshness coupled with unconventional modernity, thanks to a creative, refined blend of nashi (exotic Asian fruit) with the tanginess of Javanese berries and delicately sweet Ceylan cinnamon. The heart of the fragrance is a woody accord where the leathery scent of cedar wood bursts blends with tenacious golden sandalwood and incense resin, Island vanilla, dazzling amber and sensual musk develop and reinforce the seductive masculinity of the sensual middle notes.





> Cologne du Parfumeur by Maison Guerlain

In his lifetime, Pierre-François-Pascal Guerlain, founder of the House, created an enormous number of perfumed products: Floral extracts, perfumed eaux, all sorts of creams, powders, etc. The array was immense, especially considering at the time that perfumery was a bespoke business. Eau du Coq, Eau de Cédrat, Eau Impériale,... all Eaux de Cologne Guerlain are mythic. That's why **Thierry Wasser**, perfumer in house, has challenged the last one revealing his secret " **green is my tic, I put it everywhere.**" "Originally, I created this Cologne for myself. I composed it at the same time as Idylle, it was my downtime. I wanted a Cologne in the tradition of the great classics but with a modern twist." **Cologne du Parfumeur** is composed of *lemon water, orange blossom, orange juice, lavender syrup, mint and rosemary*



> Au Lac by Eau d'Italie

The latest from Italian line Eau d'Italie is **Au Lac**, a feminine floral developed by perfumer and legendary nose **Alberto Morillas**. The notes include *water lily, bitter orange leaves, fig leaves, osmanthus, rose, jasmine, cedar, papyrus and amber*
Available at Pharmacie Colette and www.eauditalie.com



> Bulle d'Agathe by Maison Francis Kurkdjian Paris

"It's a lifestyle brand based on perfume." **Francis Kurkdjian** presents his last **Violet scented bubbles of soap**. To properly experience this simple pleasure, one must pop the bubble with the nose. Doing so will fill your nose with sweet fragrance and your mind with childhood memories. For young and older kids. Current line of "les Bulles d'Agathe": cold mint , pear and cut grass. Available at Maison Francis Kurkdjian



> Ô d'Azur by Lancôme

Ô de Lancôme, iconic green crispy Cologne of the 70's is back in a new interpretation, **Ô d'Azur**
Developed by **Domitille Bertier+Sophie Labbé**, the scent is as fresh as the original, with floral and fruity accents. The notes include *bergamot, lemon, rose, peony, ambrette seed and musk*.
Lancôme Ô d'Azur will be available in late June

> Acqua di Gioia by Giorgio Armani

15 years later, G.Armani is launching for summer a new fragrance to celebrate Joy. This happy « Acqua di Gioia » scent has been composed to pay tribute to nature, to women with *mint leaves, citrus, green notes, cedar, labdanum sustained by an aquatic floral heart of peony and jasmín*. Signed by a trio of perfumers of talents from IFF, **Loc Dong, Anne Flipo + Dominique Ropion**.In line with the *green fragrances trend...* Available in late June





> Focus on H el ene Rouleau, Expert in Packaging and Gwp

After 15 years at CGroup as VP Sales specialized in GWP and boxes, she recently joined the Fragrance Foundation France team beside Catherine Disdet ... to revamp the Grand Prix du Parfum and think to its next steps.

Passionate and energetic, H el ene Rouleau created her own company to propose innovative products in packaging, including new formats in cosmetic samples. Above all, she knows perfectly Asian countries where she used to go for her business a long time, and is your service partner in developing projects.

Member of the CEW for many years, her **network+experience** in the perfume industry is sound.

For more info : helenerouleau@gmail.com



> Focus on a Perfumer, Domitille Bertier from IFF

Domitille Bertier senior perfumer at IFF since 1994 created successful perfumes...

She likes working with **qualitative raw materials, aromatic, woody, and spicy notes** like amber extreme... Because food and cooking inspire her, she also closely works with flavorists.

In order to create vibrant and addictive fragrances.

Among her creations for major brands, in duo or in solo, many successful fragrances to remind :



Burberry The Beat For Men (2008, with Olivier Polge)

Chloe Eau de Fleurs Lavande (2010)

Davidoff Hot Water (2009, with Olivier Polge)

Hugo Boss Boss in Motion (2002)

Lacoste Touch of Pink (2004)

Lanc me   d'Azur (2010, with Sophie Labb )

Thierry Mugler Miroir Miroir Miroir des Secrets (2007)

Viktor & Rolf Flowerbomb (2005, with Olivier Polge + Carlos Benaim)

> Upcoming books

Pierre Dinand, nicknamed « the father of the design » presents all the projects he worked on with the main fragrance designers and brands. A golden mine for inspiration. Let's celebrate his 50 years of design ! A book is in progress...

Historian and Expert in fragrance, **Elisabeth de Feydeau** will launch her new book in fall... Wait and see !

The French leading worldwide resources centre in perfumes & cosmetics, **Cosmetic Valley** is preparing a new attractive book about perfumery aimed to the public. A book based on the 5 senses with interview, focus, stories to evoke the « made in France » label, the materials, the economic role of the Cosmetic Valley in the fields of innovation, green technologies etc.



> Azzaro Couture – Idole d’Armani

Idole d’Armani by Armani : Strange similarity with Azzaro Couture, or just pure inspiration of the bottle designed by Pierre Dinand for Loris Azzaro in 1975 and relaunched in 2009....?

Idole d’Armani is a fruity floral spicy fragrance and Couture a floral chypre one... Two bottles, two different ways of expressing femininity and couture ... Only one design.



Original design

A gallery of 40 portraits, 40 women aged 40, pictured by Kate Berry is now to discover at perfumery Marionnaud on the Champs Elysées

Paris. **Jean Michel**

Duriez perfumer in house created **Eau de Rochas fraîche**...a new variation with a modern touch that will fragrance next generation of women...available soon.



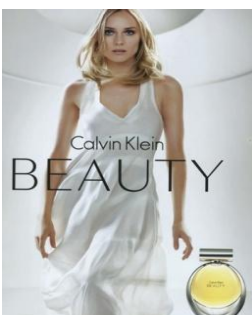
>40 years ! Eau de Rochas by Rochas

Happy Birthday Eau de Rochas ! A waterfall of timeless freshness. The famous fresh chypre eau de toilette has not a wrinkle. We all have tested it once.

To celebrate its birthday, the brand has chosen urban women, by a casting on line.

> Womanity powered by Thierry Mugler

Womanity is also a website : connecting femininity, humanity and city. In March 2010, Mugler launched **Womanity.com** web site with an idea that every woman cooperates in its creation and finishing touch. With an aim to create contents for the website, one story is finished by several women, each of them writing on her page. Contest asks women to give creative ideas for a particular project or cause. The winner will work with Mugler to finish the website.



> Upcoming Fragrances this fall

- Paco Rabanne, for women
- Beauty by Calvin Klein
- L’Artisan Parfumeur,
- Serge Lutens, Chanel, Kenzo
- and many celebrity fragrances