

OUR PRODUCT MARKETING GROUP SAYS,

“ Every woman knows that relationships are what make life meaningful and complete. So tell someone how much they mean to you with a gift of Thinking of You™ Eau de Parfum, because there’s no time like the present to turn a moment into a memory. ”



FACT: After applying a fragrance, resist the urge to rub your wrists together since the friction created can sometimes alter the scent. Instead, apply a light mist and wait a few seconds for it to dry.

PRODUCT POSITIONING

Tell a friend, I appreciate you. Celebrate a special event, or better yet, create a new one. Say thank you to someone for everything they do. Or reward yourself, just because. There's no time like the present to turn a moment into a memory.

BENEFITS AND CLAIMS

- The fruity floral fragrance has universal appeal, and is a joyful melody of sparkling and succulent top notes, heartfelt, feminine florals, and warm, comforting undertones
- The gift is like a "message in a bottle," strengthening the emotional connection between the person giving the fragrance and the person receiving it.
- It's a memorable way to say "I'm thinking of you" when it's least expected, to celebrate a special event, or to say thank you to someone for everything they do.
- The keepsake charm is unexpected and can be attached to a bracelet, necklace zipper-pull or purse.
- Underneath the top of the "gift-wrapped" carton is an area for a personalized message, bringing a unique and personal element to any gift-giving moment.

TARGET CUSTOMER

- Customers who are looking to give a gift that says "I'm thinking of you."
- Women who like to wear fragrance.
- New customers looking for a fragrance or gift.

KEY INGREDIENTS AND FUNCTIONS

Sparkling Mandarin, Succulent White Peach, Juicy Plum	The top notes, which "introduce" the fragrance and provide the first impression.
Creamy Jasmine, Pink Honeysuckle and Lily of the Valley	The heart notes or mid-notes, which emerge 10-20 minutes after applying.
Warm Tonka, Vanilla Absolute, Sugared Patchouli and Soft Musk	The dry-down or lasting notes, which deliver the final impression and are left throughout the day.

APPLICATION INSTRUCTIONS

- Spray wherever fragrance is desired. Fragrance is sometimes applied to pulse points (wrists, behind ears, base of throat, crook of elbow, behind knees and inside ankles). The skin is actually warmer in these areas which can help fragrance evolve and provide a better sensory experience for the customer.

CROSS-SELLING OPPORTUNITIES

- Fragrance-Free Satin Hands® Pampering Set
- TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15*

USE-UP RATE

- Depends on customer's individual usage.