

# ARTISTRY Flora Chic™

## KEY PRODUCT MESSAGE

Imagine if grace had a scent. ARTISTRY Flora Chic™, the first prestige fragrance from ARTISTRY®, is a feminine floral featuring French Clementine, Bulgarian Rose and Ylang Ylang Madagascar. Inspired by grace and elegance, you make it your own as you charm the world and delight in yourself.

## ARTISTRY FLORA CHIC™

- ARTISTRY Flora Chic™ is the first prestige ARTISTRY® fragrance.
- The inspiration: The story of ARTISTRY Flora Chic™ is one inspired by grace and elegance, charm and delight. It was especially created to heighten each woman's unique sense of style - her magnifi-chic!
- The bottle: Its curves echo the beauty of the female form. The light-catching facets symbolise a multi-dimensional life unique to each woman.
- The colours: Metallic gold was selected for its extravagant representation of luxury, soft pink for its expression of chic - and eternal - femininity.
- The scent: ARTISTRY Flora Chic™ was developed exclusively for the ARTISTRY® brand by the prestigious Fine Fragrance House of Givaudan, located in Paris, France and a global development center in New York. A global leader in fragrance creation, its perfumers have designed the world's most sought after scents for over 250 years\*.

## PRODUCT OVERVIEW

- ARTISTRY Flora Chic™ is a floral fragrance. Floral fragrances are most directly associated with femininity, and can range from lush to sensuous to delicate and tender.
- ARTISTRY Flora Chic™ is an Eau de Parfum, a fragrance form that contains a high concentration of perfume oils. Easily wearable while giving a luxuriously long-lasting fragrance impression.
- Available in a 50ml (1.7oz) size.



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\*Ref: <https://www.givaudan.com/our-company/about-givaudan>

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## FEATURES / BENEFITS TO YOU

FEATURE	BENEFIT TO YOU
Top note: French Clementine	<ul style="list-style-type: none"><li>As the fragrance first touches your skin, you experience a soft burst of sparkling French Clementine citrus.</li></ul>
Middle note: Bulgarian Rose	<ul style="list-style-type: none"><li>As the precious drops settle deeper into your skin, you experience the full bloom of the Bulgarian Rose, at once soft and deep, sensual and sweet.</li></ul>
Base note: Ylang Ylang Madagascar	<ul style="list-style-type: none"><li>The Ylang Ylang Madagascar notes soon begin to mingle with the Bulgarian Rose notes to create the full body of the fragrance.</li></ul>

The fragrance meets all international Fragrance Research Association Guidelines for safety. No animal testing is involved.

## PRODUCT USAGE

- Spray onto dry skin at pulse points.
- Pulse points are the places that emit the most heat, allowing the scent to diffuse out from your body, without being overwhelming. (Examples: wrists, behind ears, inside elbows, nape of neck, collarbone, behind knees.)
- For the most enjoyable fragrance experience, choose only one or two pulse points, and spritz each area once or twice.

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## TARGET CUSTOMERS

Those who:

- Wear fragrance as part of their daily grooming or for special occasions.
- Enjoy floral scents.
- Previously used a fragrance from Amway® or prestige fragrance from a competitor.
- Want a chic gift for special occasions.
- The ARTISTRY® Flora Chic™ woman is filled with confidence, never pretentious. She charms the world with her own unique, chic style, as she delights in herself.

## CONVERSATION STARTERS

When you are engaging in a conversation with customers, introduce fragrance asking about their daily beauty routine and by creating curiosity about the scent.

- *How often do you wear fragrance?*
- *What types of fragrances do you enjoy wearing?*
- *Can I get your opinion on our newest fragrance, ARTISTRY Flora Chic™?*
- *I just love my new fragrance; what do you think? (Offer your wrist, which you have pre-sprayed.)*

## INGREDIENTS

Just as flowers join together to create the beauty of a bouquet, a fragrance is created by joining a combination of 'notes' together. Each note has a different scent, varying in intensity and nuance. The exclusive combination of notes that compose ARTISTRY Flora Chic™ is inspired by the legendary gardens named Les Jardins De Bagatelle in Paris. The composition of ARTISTRY Flora Chic™ is graced by these 3 key notes:

### **Top: FRENCH CLEMENTINE**

A cross cultivation of mandarin floral and bright orange freshness, this essence imparts a sense of effervescent energy and joy.

### **Middle: BULGARIAN ROSE**

With a limited harvest season from only mid-May to mid-June, it is essential that this delicate rose be handpicked to capture its ultimate essence, so highly desired for the sense of happiness and pleasure it imparts.

### **Base: YLANG YLANG MADAGASCAR**

The flowers are sustainably harvested, only when in full bloom. The younger buds are left to mature, in order to produce the highest quality and the freshest essence, believed to promote calm and relaxation.

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# ARTISTRY Flora Chic™

## FOLLOW-UP

### **After 2 Days:**

- Follow up with your customers to see how they like the product.
- Ask if they have any questions about the purchase.

### **After 3-4 Weeks:**

- Ask for overall feedback, and ask what compliments they have received while wearing it.
- Recommend another ARTISTRY® products.

### **After 10-12 Weeks\*:**

- Follow up with your customers to see if they would like to place an order for a refill or for another ARTISTRY® product.

## FREQUENTLY ASKED QUESTIONS

### **Q: What should I cross sell with ARTISTRY Flora Chic™?**

A: As you are starting the conversation about ARTISTRY Flora Chic™ fragrance, maximise the opportunity to connect to related, limited edition products which allow customers to experience even more of the ARTISTRY Flora Chic™ benefits and which enhance fragrance gift-giving.

**ARTISTRY Flora Chic™ Shimmering Body Lotion\***: This luxurious body lotion is lightly scented with the precious essence of ARTISTRY Flora Chic™ fragrance. The moisture-rich formula softly nourishes and smooths your skin, as a delicate infusion of pearlescent gold shimmers bestows a subtle glow of breathtaking beauty.

**ARTISTRY Flora Chic™ Shimmering Bath & Shower Gel\***: Experience pure luxury washing over you as this purifying, gentle formula leaves your skin feeling clean, hydrated and smooth while uplifting and refreshing your spirits. Delicately scenting your skin with the fragrance of ARTISTRY Flora Chic™, the gel's subtle infusion of pearlescent gold shimmers also bestows a soft glow of exquisite beauty.

\*Available while stocks last only.

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## FREQUENTLY ASKED QUESTIONS

### **Q: What should I cross sell with ARTISTRY Flora Chic™?**

A: As you are starting the conversation about ARTISTRY Flora Chic™ fragrance, maximise the opportunity to connect to related products which allow customers to experience other ways to express her unique sense of style, and enhance fragrance gift-giving.

#### **ARTISTRY Hydra-V® Vital Skin Serum**

**Concentrate:** This concentrated, powerful serum is the strongest way to refresh, replenish and revitalise skin. The proprietary trio of key ingredients increase hydration, with vitamins and minerals to replenish the skin.

#### **ARTISTRY Ideal Radiance® Illuminating**

**CC Cream:** The exclusive, one-step colour-correcting formula that brightens, perfects and primes, for skin that appears more luminous and flawlessly perfected. Combines the brightening and protective powers of a skincare product with the complexion-perfecting properties of a foundation. SPF 25

#### **ARTISTRY Signature Colour® Lipstick and**

**Sheer Lipstick:** ARTISTRY® reinvents lipstick for modern women everywhere. Our purest, richest lip colour yet. Ingenious new package, stunning new shades, plus hydrating new formulas add up to our most indulgent lipsticks ever.

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