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## MEDIA RELEASE

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### **New Perfume Wins Over 90% of Women**

MELBOURNE, AUSTRALIA – A new perfume named Flourish® – was recently launched by 'Flourish Fragrances', a niche fragrance house based in Melbourne, Australia.

Described as a lush floral bouquet, delicately blended with sparkling fruity notes and alluring woods, Flourish® is sensual, captivating and lovely to wear.

"When developing Flourish® I initially turned to past memories of living as a flower merchant, to seek inspiration about which floral scents to include," explains Alan Rogers, Flourish Fragrances owner. "It has been like a journey back in time, reminiscing my days spent on flower farms and markets, surrounded by an abundance of blooms."

Flourish®'s delicate blend includes top notes of Lime and Orange that transition to a gentle heart of White Florals, Jasmine, Aniseed, and Geranium, warming to a golden base of Vetiver, Patchouli and Vanilla. Added to this is one very exquisite element, used only in the worlds top fragrances - Pure Bulgarian RoseOtto (Rose Oil). Steam distilled in the famous Valley of the Roses in Bulgaria and produced in accordance with a 330 year-old-tradition. It takes approximately 60,000 roses to produce just 30ml of RoseOtto, and costs over \$6000 per kilo making Flourish® a truly precious fragrance.

Recently at a parfumerie in Melbourne, trials were conducted that revealed that up to 90% of women loved the fragrance, and it lasted for many hours, sometimes still lingering until the next day. The parfumerie staff found such a high percentage very surprising. Usually particular fragrances appeal to perhaps 40% of people. So such a positive response rate is indeed indicative of Flourish's potential to become highly regarded as a truly classic, fine fragrance, adored by many. Rogers remarked that "Flourish is certainly NOT going to be a one season wonder like many of the celebrity fragrances flooding the market these days."

Flourish® comes in a 100ml Eau De Parfum size Italian glass bottle and over cap, with gold raised lettering on the bottle and box. It is valued at \$110 but is currently selling for RRP \$89.95 and is available via the Internet at '[www.perfume.com.au](http://www.perfume.com.au)' and selected parfumeries.



For more information  
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