



MEDIA RELEASE

New Perfume Wins Over 90% of Women

MELBOURNE, AUSTRALIA (Dec 2007) – A new perfume named Flourish® – was launched this week 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 the shop of 'perfume.com.au' in Melbourne, trials revealed that up to 90% of women loved the fragrance and it lasted for many hours, sometimes still lingering until the next day. The specialist staff at 'perfume.com.au' found this high percentage amazing. 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 \$89.95 and is available exclusively via the Internet at 'perfume.com.au'.

A limited number of **free samples** are being given away as part of the launch, together with introductory \$10 off vouchers from the perfume.com.au website, for immediate redemption.



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