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## MEDIA RELEASE UPDATE

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### ***A Lush Floral Bouquet...***

MELBOURNE, AUSTRALIA – An absolutely sumptuous perfume called Flourish® – by 'Flourish Fragrances', a niche fragrance house based in Melbourne, Australia, continues to receive rave reviews by those fortunate enough to have discovered it.

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 through time, reminiscing my days spent on flower farms and in markets, surrounded by an abundance of nature's beautiful 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 world's most elite fragrances - Pure Bulgarian Rose Otto (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 Rose Otto, and costs over \$6,000 per kilo. This beautiful oil excites the senses, and defines Flourish® as truly precious.

At an exclusive parfumerie in Melbourne, trials revealed that up to 90% of women loved the fragrance, and it lasted for many hours, often still lingering until the next day. The specialist parfumerie staff found such a high approval rather pleasing because usually particular fragrances only appeal to perhaps 40% of people. Such a response rate is indeed indicative of why Flourish® is now regarded as a classic, fine fragrance, adored by many. Rogers remarked that "Flourish has certainly NOT become 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 a RRP of \$89.95 and is available via the Internet at 'perfume.com.au' and selected parfumeries.

A limited number of **free \$10 off vouchers** are being given away as part of the latest promotion from the [www.perfume.com.au](http://www.perfume.com.au) website.



For more details contact  
Alan Rogers:  
1800 FLOURISH (1800 356 874)  
[www.FlourishFragrances.com](http://www.FlourishFragrances.com)

Rose Otto information:  
[www.RoseOtto.com](http://www.RoseOtto.com)

