

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ An Eau de Parfum is a substantial version of fragrance with a lower concentration of fragrance oil than perfume. ”



FUN FACT: The combination of ingredients in a fragrance not only determines how it smells, but also its “staying power” on the skin. Different ingredients come into play in the fragrance at various stages of life on the skin. Perfumers distinguish between the various stages in three ways:

- The top note is the initial impact of the fragrance. These notes “introduce” the fragrance and can last up to 15 minutes.
- The middle note, or heart of the fragrance, unfolds and develops a few minutes after the perfume is applied to the skin. They appear after the top notes disappear and can last throughout the whole fragrance experience.
- The bottom note is the final impression and also the most lasting. It can last several hours after the fragrance is applied.

PRODUCT POSITIONING

Belara® Eau de Parfum is a perfectly balanced, sheer fragrance that fits the perfectly balanced woman. Top notes like San Joaquin fig, wild bilberry and opal lotus flower are perfectly accented by wild Southern Indian tuberose, milky sandalwood and cotton musk.

BENEFITS & CLAIMS

- A musky floral
- Belara® Eau de Parfum Fragrance Notes:
 - Top: San Joaquin Fig, Wild Bilberry, Opal Lotus Flower, Pittosporum Blossoms.
 - Middle: Star Gazer Lily, Southern Indian Tuberose, Snow Drop Flower, Chamomile Petal, Golden Acacia Blossoms.
 - Bottom: White Poplar Bark, Milky Sandalwood, Cotton Musk.

TARGET CUSTOMER

Customers looking for a fine fragrance

HOW IT WORKS

- The combination of fragrance notes delivers a musky floral scent.

KEY INGREDIENTS & FUNCTIONS

Fragrance note combination:

- Top: San Joaquin Fig, Wild Bilberry, Opal Lotus Flower, Pittosporum Blossoms.
- Middle: Star Gazer Lily, Southern Indian Tuberose, Snow Drop Flower, Chamomile Petal, Golden Acacia Blossoms.
- Bottom: White Poplar Bark, Milky Sandalwood, Cotton Musk.

Imparts a pleasant scent to the skin or cosmetic product.

APPLICATION

Application Instructions

Spray freely, where desired on the body.

CROSS-SELLING OPPORTUNITIES

- Bella Belara™ Eau de Parfum. While Belara® and Bella Belara™ are two distinctively different fragrances, Bella Belara™ is a sister product to Belara®. A sister product supports and builds on the awareness of an existing brand by using a similar name, package or other feature of the original fragrance. Bella Belara™ Eau de Parfum builds on the success of Mary Kay® Belara® Eau de Parfum.
- Mary Kay® body care products