

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ The difference between a cologne and perfume lies in the concentration of the actual fragrance oils. Cologne has a much lighter concentration of fragrance oils than perfume.

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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

MK High Intensity™ Cologne Spray is an ambery oriental you'll find as irresistible as the man who wears it. Intriguing top notes of icy black fennel and sliver sage are heightened by crushed coffee beans. The fragrance demands attention with notes of living dianthus, Darjeeling black tea and dreamy violet leaves. A powerful masculinity reveals itself when a vintage suede accord merges with smoldering amber. Royal king wood, a Mary Kay exclusive, adds rich intensity.

BENEFITS & CLAIMS

- An ambery oriental fragrance
- MK High Intensity™ Cologne Spray Fragrance Notes:
 - Top: Icy Black Fennel, Crushed Coffee Bean, Silver Sage
 - Middle: Anise Seed, Black Tea, Violet Leaf, Dianthus
 - Bottom: Amber, Royal King Wood, Vintage Suede Accord

TARGET CUSTOMER

- Customers who buy for the men in their lives – husbands or significant others
- Customers needing gift ideas for guys like brothers, nephews or graduates

HOW IT WORKS

- The combination of fragrance notes delivers an ambery oriental fragrance.

KEY INGREDIENTS & FUNCTIONS

Fragrance note combination: <ul style="list-style-type: none"> ➤ Top: Icy Black Fennel, Crushed Coffee Bean, Silver Sage ➤ Middle: Anise Seed, Black Tea, Violet Leaf, Dianthus ➤ Bottom: Amber, Royal King Wood, Vintage Suede Accord 	Imparts a pleasant scent to the skin or cosmetic product.
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APPLICATION

Application Instructions

Spray freely, where desired on the body.

CROSS-SELLING OPPORTUNITIES

- MKMen™ skin care products