

## THE PERFUMER SAYS:

"This fresh, invigorating fragrance delivers layers of movement and sensation that will stimulate the senses."

Intoxicating top notes of gin berry and icy bergamot are cut with a shot of liquid Oxygen accord

Land with the clean notes of birch and ambers

Free-fall into the fresh middle notes of cool cardamom, crushed mint leaf and violet pepper



TIP: Always wear fragrance on moisturized skin. This makes it last longer. Dry skin absorbs aromatic compounds very quickly and the longevity is lost.

**POWER STATEMENT/TAGLINE:****Some dream it. You live it.™****WHY HE'LL LOVE IT**

He's a risk-taker ... always looking for a new adventure. He's a rugged competitor who loves a good challenge. He's daring. "Fear" is not in his vocabulary. He's driven and always pushes through any obstacles. He's extreme ... living life on the edge. He's bold and lives each day his way.

**HE'LL WANT TO TRY THIS IF:**

- He's a MK High Intensity™ Cologne Spray wearer.
- He's a current MKMen® skin care user.
- He enjoys wearing fragrance.
- He has an adventurous spirit.
- He likes fresh, invigorating fragrances.

**HOW TO USE:**

- Apply generously. Reapply vigorously.

**HE MIGHT ALSO LIKE:**

- MK High Intensity™ Cologne Spray
- MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30\*
- MKMen® Advanced Eye Cream
- MKMen® Shave Foam
- MKMen® Cooling After-Shave Gel
- MKMen® Face Bar

\*Over-the-counter drug product

**USE UP RATE**

Depends upon the customer's individual usage.