OUR PRODUCT MARKETING 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.

Top Note: Zesty Lime Tonic, Crisp Macintosh, White Grapefruit, Desert Sage, Tangerine, Cognac Grapes, Lavender.

Middle Note: Juniper Berry, Night-blooming Cactus, Bird of Paradise, Garden Basil, Tarragon, Ice Mint, Cypress Leaves, Green Bamboo Shoots.

DOMAIN

Bottom Note: Cherry Firewood, Blonde Cedar, Pipe Tabac, Cistus Labdanum, Patchouli Wood, Palm Tree wood, Black Vanilla Bean, Musk.

FACT: Most men wear fragrance as the ultimate accessory, a finishing touch like their cufflinks or tie pin. Without it the look is no longer complete.

PRODUCT POSITIONING: Wrap him in the scent of hearth and home with Domain® Cologne. He's a breath of fresh air and so is this blend of lavender and oak moss.

TARGET CUSTOMER
- Any customer looking for a cologne.

KEY FRAGRANCE NOTES AND FUNCTION:

➢ Top: Zesty Lime Tonic, Crisp Macintosh, White Grapefruit, Desert Sage, Tangerine, Cognac Grapes, Lavender.	Imparts a please scent on the skin. These notes introduce the fragrance and can last up to 15 minutes.
➢ Middle: Juniper Berry, Night-blooming Cactus, Bird of Paradise, Garden Basil, Tarragon, Ice Mint, Cypress Leaves, Green Bamboo Shoots.	The heart of the fragrance. Unfolds and develops a few minutes after the cologne is applied to the skin. They appear after the top notes disappear and can last throughout the whole fragrance experience.
➢ Bottom: Cherry Firewood, Blonde Cedar, Pipe Tabac, Cistus Labdanum, Patchouli Wood, Palm Tree Wood, Black Vanilla Bean, Musk.	The final impression and also the most lasting. It can last several hours after the fragrance is applied.

APPLICATION INSTRUCTIONS
- Spray freely wherever desired on the body.

CROSS-SELLING OPPORTUNITIES
- MKMen® Body Spray
- MKMen® Cooling After Shave Gel
- MKMen® Men Face Bar

USE UP RATE
Depends on customer's individual usage.