

OUR PRODUCT MARKETING GROUP SAYS:

Fragrance is the ultimate expression of individuality. Every man's body chemistry is different, so when mixed with a fragrance, the scent is truly unique.



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.

POWER STATEMENT:**A fresh, clean scent for the truly original man.****PRODUCT POSITIONING**

True Original™ Cologne Spray is a confident, bold and unconventional fresh scent, just like the guy who wears it. It is for the man who is passionate, committed and doesn't have to try hard to be cool because he just is. Whether he is looking for the newest gadget or playing with his kids outside, this man follows his passion right to the next adventure. Strong, authentic, dependable and always original.

TARGET CUSTOMER

- Any man looking for a fresh, clean scent that's not overpowering.
- Any man who loves gadgets and appreciates unique packaging.
- Current customers who regularly use fragrance and are looking for something new.
- Women who buy fragrance for the men in their lives or need a great gift for a guy.

KEY FRAGRANCE NOTES AND FUNCTION:

Lemon and Fuji Apple	The top notes, which "introduce" the fragrance and provide a first impression
Cedarwood and Amber	The mid-notes, which emerge 10-20 minutes after applying
Patchouli	The bottom notes, or the ones that last throughout the day

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.