

# Press Release



## **ARBONNE INTERNATIONAL INTRODUCES THREE DISTINCT FRAGRANCES THE DREAMER, THE DAZZLER AND THE DYNAMO**

*Skin Care Company Unveils New Limited-Edition Fragrance Line for the Holiday Season*

**IRVINE, CALIF., Sept. 13, 2011** – Arbonne International, LLC (Arbonne) today launched a new line of fragrances featuring three unique scent profiles. Developed by renowned European perfume houses, the three fragrances – The Dreamer, The Dazzler and The Dynamo – are each presented in collectable, stylized bottles created by Arbonne’s award-winning design team.

“We are known for creating premium holiday gifts, and this year is no exception,” said Kay Napier CEO of Arbonne International. “Looking to add something unexpected to our holiday line, we commissioned three different fragrances inspired by our very own Independent Consultants. Each fragrance blend features notes and characteristics reflective of the unique personalities and leadership qualities – vibrancy, strength and beauty - our Independent Consultants embody.”

### ***Three Distinct Fragrances***

**The Dreamer:** A crisp, fresh top note of Fuji apple, Yuzu Zest and Pomegranate evolves to reveal a vivacious middle note accord of Cedarwood, Balsa Wood and White Cyclamen. The intoxicating base note, with Baltic Amber and Australian Sandalwood add warmth and depth to this fragrance that captures the thoughtful, harmonious nature and pure beauty of the Dreamer.

**The Dazzler:** The top note of Bergamot and Green Bamboo opens up to a floral, sweet and heady middle note of Ylang Ylang, Jasmine Blossom and Chinese Peony. A lasting impression is made with Australian Sandalwood, Patchouli and the Far East’s legendary scent of Amber adding a hint of spice. This blend embodies the mesmerizing power of the Dazzler.

**The Dynamo:** Frosted Pink Grapefruit, White Cardamon and Valencia Orange create a spicy, fresh, and sparkling opening to this dynamic fragrance with a heart of the sultry and exotic Night Blooming Jasmine, classic Rose De Mai and fresh White Muguet. Bottom notes of Golden Amber, Violet Petals, Vanilla Crème and Australian Sandalwood, adds a deep richness that celebrates the trail-blazing spirit and vibrant essence of the Dynamo.

### ***Three Artful Packaging Designs***

Each packaging begins with its own unique characterized personality. Sculpted females embodying the characteristics of our Consultants are sleek, elegant and whimsical. Each personality is housed in an equally inspired box artfully fashioned to capture the true nature of self-expression.

### ***The Blend of Nature and Science***

“Each proprietary fragrance was developed using a delicate yet synergistic blend of botanicals and science,” said Dr. Peter Matravers, Sr. Vice President of Product Development for Arbonne. “The formulation consists of an eau de parfum concentration of fragrance oils which is lighter than that of traditional perfume. The experience is a perfect balance for everyday wear-ability.”

In developing the fragrances, Arbonne focused on the authentic scents of flowers and fruits captured by headspace technology. This technology allowed the master perfumers to collect several botanical fragrance notes without harming a single living plant.

### ***The Collection***

The Dreamer, The Dazzler and The Dynamo fragrances are available for holiday purchase from October-December 2011. Each fragrance is 1.7 fl. oz. and retails for \$78, or \$198 for the trio. Pre-orders accepted.

Arbonne’s new fragrances are formulated without gluten, dermatologist tested and safe for most skin types. All Arbonne® products are pure, safe and beneficial and can be purchased through Arbonne’s extensive network of Independent Consultants, or online at [www.arbonne.com](http://www.arbonne.com).

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### **About Arbonne**

Founded in Switzerland in 1975, Arbonne International, LLC creates personal care and wellness products that are crafted with premium botanical ingredients and innovative scientific discovery. Delivering on the Company’s commitment to pure, safe and beneficial products, Arbonne’s personal care and nutrition formulas are vegan certified and adhere to a strict Purity and Safety Ingredient Policy. Arbonne® products are available at [arbonne.com](http://arbonne.com) or through an extensive network of Arbonne Independent Consultants in the United States, Canada, Australia and the United Kingdom. Arbonne is a privately held company and is headquartered in Irvine, Calif. For more information, including ingredient information, please visit [www.arbonne.com](http://www.arbonne.com).

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