



LANOË

P R E S S I N F O R M A T I O N



LANOÉ

CONTENTS

RECENT PRESS RELEASE	03
THE NEW LANOÉ FRAGRANCES IN DETAIL	04
LANOÉ No. 3	04
LANOÉ No. 4	04
LANOÉ No. 6	04
LANOÉ No. 3 ORIENTAL – FLOWERY	05
LANOÉ No. 3 is the perfection of a woman	05
LANOÉ No. 3 is the perfection of a woman	05
LANOÉ No. 4 MASCULINE - FRESH	06
LANOÉ No. 4 means character, ordinary men smell different	06
LANOÉ No. 4 means character, ordinary men smell different	06
LANOÉ No. 6 FLOWERY - FRESH	07
CONTACT	08



LANOÉ

RECENT PRESS RELEASE

APPEALING FRAGRANCES – FOR END CUSTOMERS AND RETAILERS

Calm, quietly and almost unnoticed the new enterprise "LANOÉ COSMETICS" positioned itself with three new fragrances. Chief Executive Officer, Simone Schmelzer's intention is to seek the niche and eyes end customers as well as retailers regarding her creations.

Simone Schmelzer knows the customers' demands from her own experience. In the early nineties she launched her first perfumery and more stores were launched in the following years.

Now the dynamic business woman breaks new ground with "LANOÉ COSMETICS". On the one hand Ms. Schmelzer obligates herself to end customer demands: The three new LANOÉ scents reflect exactly the zeitgeist by mirroring the desire for individuality, classiness and charisma. The decision to sell LANOÉ in 75 selected perfumeries at the most, matches this intention.

On the other hand Simone Schmelzer knows about the great challenges of owner-operated perfumeries.

Therefore she offers among exclusive scents attractive profit margins to the retailers: The scents of LANOÉ – currently one ladies', men's and unisex fragrance, respectively – are only available in handy 100 ml flasks as toilet water and perfume.

The retail price is set in an upmarket price segment. "At LANOÉ we completely dispense with advertisement in the form of posters and samplings. The promotional volume is thus given directly to the retailers," explains Ms. Schmelzer who uses, of course, only high-grade and selected resources for her fragrances.

"LANOÉ – this implies vivid, appealing, classy, inventive and elegant." That's how the Simone Schmelzer describes her product ideas. She did not hold herself long with the searching of product names for her creations: The new "LANOÉ scents are quite simply numbered. Coloured ribbons and the corresponding cipher adorn the handy flasks. "We know that customers often have difficulties with names. I wanted to make it easier for everyone." said Ms. Schmelzer, head of "LANOÉ COSMETICS".



LANOÉ

THE NEW LANOÉ FRAGRANCES IN DETAIL

LANOÉ NO. 3 ORIENTAL – FLOWERY

Exotic and sensual – just as the women who wear it: bergamot with a flowery hawthorn (*Crataegus laevigata*) OR quickthorn (*Crataegus oxyacantha*) fragrance, rose, jasmine and viola as well as powdery musk, iris and vanilla.

LANOÉ NO. 4 MASCULINE – FRESH

The active, stylish masculine composition indulges the senses – and stays unforgettable: with lavender, grapefruit, pepper and moist herbage. The fragrance is completed by iris, orchid, cedar, sandalwood, patchouli, vetiver and cashmere.

LANOÉ NO. 6 FLOWERY – FRESH

For him & her: an oasis of opulent vegetation, full of fragrant easiness by green mango, grapefruit, sweet calamus, petals of lotus, maple and olibanum.



LANOÉ

LANOÉ NO. 3 ORIENTAL – FLOWERY

LANOÉ NO. 3 ORIENTAL – FLOWERY

Exotic and sensual – just as the women who wear it: bergamot with a flowery hawthorn (*Crataegus laevigata*) OR quickthorn (*Crataegus oxyacantha*) fragrance, rose, jasmine and viola as well as powdery musk, iris and vanilla.

LANOÉ NO. 3 IS THE PERFECTION OF A WOMAN

Like the key to a door you will open every day. A challenge in its most elegant colour and the last step to a complete ensemble. YOU Lascivious and playful together, demanding but concealed, lurking in the deep and affectionate – female in every shade of its tone. All between pussy cat and mountain lion, you alone set the course.

Consistency in every fragrance, in a liaison of ambition and demureness. Discover a mood which conquers and captures you, as exciting as a book and as fragile as china.

LANOÉ NO. 3 IS THE PERFECTION OF A WOMAN

Lived freshness, for the generation of women who have the heart to show their manifoldness. LANOÉ No. 3 will react, all by itself but only as strongly as you approve to it.

Extraordinary weaving between heaven and earth, between fire and water, piano and fortissimo, you dictate the rhythm and conduct your own personal aroma.

LANOÉ No. 3 makes your day.



LANOÉ

LANOÉ NO. 4 MASCULINE – FRESH

LANOÉ NO. 4 MASCULINE – FRESH

The active, stylish masculine composition indulges the senses – and stays unforgettable: With lavender, grapefruit, pepper and moist herbage. The fragrance is completed by iris, orchid, cedar, sandalwood, patchouli, vetiver and cashmere.

LANOÉ NO. 4 MEANS CHARACTER, ORDINARY MEN SMELL DIFFERENT

An expedition to all the unexpected, the encounter of all facets in just one single fragrance. You cannot enforce charisma, but with LANOÉ you can approach it. Unhoped-for and deliberately exceptional, you will protrude and enforce reactions. Austere but not too masculine, smooth but not too feminine, and anything else but metrosexual. Others will fail upon it.

LANOÉ NO. 4 MEANS CHARACTER, ORDINARY MEN SMELL DIFFERENT

No. 4 by LANOÉ is seduction, a long-lasting breakout from the daily grind, for discoverer and individualists. The fitting fragrance for the brightest minds and visionaries and comparable only to the feeling of MAN. Nothing is more fascinating than to discover your own alien and then relax in a symbiosis of harmony and intimacy. LANOÉ No. 4 is strength in its own form and completes the fragments of the puzzle.

Your personality needs an aroma LANOÉ No. 4



LANOÉ

LANOÉ NO. 6 FLOWERY – FRESH

LANOÉ NO. 6
FLOWERY – FRESH

For him & her: an oasis of opulent vegetation, full of fragrant easiness by green mango, grapefruit, sweet calamus, petals of lotus, maple and olibanum.



LANOÉ

CONTACT

Simone Schmelzer
LANOÉ Cosmetics
Bergedorfer Straße
21033 Hamburg

PHONE

+49 (0)40-72 00 29 96

PRESS INQUIRIES

Simone Gebler

MOBILE

+49 (0)177-6686774

E-MAIL

presse@lanoe-cosmetics.com