

JAGUAR FRESH

Jaguar introduces an exciting new twin fragrance concept

Two distinct fragrances generating a magnetic attraction

Today, the Jaguar brand is synonymous with contemporary style, design excellence, uncompromising quality and beauty. Known for innovation and a dynamic outlook, it embodies the alliance of supreme luxury and the latest trends. Its appeal is unrivalled for self-assured people living in tune with today – those who recognise each other by their individuality and love for elegance and luxury design. People who are open to the world and who know exactly what they want. Demanding of themselves and the things that surround them, they naturally expect the best when it comes to their fragrance.

To satisfy this demand, Jaguar is launching a totally new and exciting twin concept: a fragrance for HER and a fragrance for HIM. Each unique of its kind, yet linked by an invisible magnetism, in the image of the man and woman who wear them.

The Jaguar Fresh Man and Jaguar Fresh Woman concept is clear and as straightforward as the dynamic freshness and elegance that typify both fragrances. A spicy touch for him, aquatic floral accents for her. The dominant note of lively, irrepressible freshness is conveyed by the bottles and boxes with supreme elegance.

Both fragrances were created by masters in the field. Jaguar Fresh Man, like Jaguar Performance before it, is the work of the highly successful Master-Perfumer Harry Frémont of Firmenich New York. Jaguar Fresh Woman is the creation of the fast-rising young perfumer Marie Salamagne of Firmenich Paris.

The renowned Thierry de Baschmakoff of the Aesthete agency, who designed the bottles for the existing Jaguar fragrances, created a bottle of exquisite purity for this new fragrance concept. Through a clever combination of forms and materials, the designer has created a futuristic design of timeless elegance. The bottle has a unique aura of intense sensuality.

JAGUAR FRESH WOMAN & JAGUAR FRESH MAN Eau de Toilette 100 ml natural sprays will be available at authorised retailers in Spring 2006.

These exciting new fragrances join the brand's other outstanding successes: JAGUAR CLASSIC (classic, elegant), JAGUAR PERFORMANCE (dynamic, sporty) and JAGUAR WOMAN (thoroughly cosmopolitan).

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A bottle embodying purity and nobility – inimitably Jaguar

The irresistible appeal of the JAGUAR FRESH MAN and JAGUAR FRESH WOMAN bottle is in the purity and rare, singular elegance of its design. Its contemporary lines evoke the natural agility and vitality of the leaping Jaguar. Like its predecessors, the bottle was created by Thierry de Baschmakoff of the Aesthete agency in Paris, a true master of design serving the international luxury industry.

Thierry de Baschmakoff's new design is based on the idea of renewing this symbol of perfection. The appeal of his creation is in its clever combination of forms and materials. Nature and technology are harmoniously united to create the perfect image of power and sensuality.

At first glance, the body of the bottle seems solidly square, but a closer look reveals rounded corners, giving it a welcoming softness. Its triangular, jewel-like shape masks its functional side while ensuring ideal stability and balance.

The noble, metallised shoulder encompasses the body, while the distinctive leaping Jaguar logo adorns the glass and embodies the fascinating link between nature and technology.

For a radiant setting, de Baschmakoff also designed the packaging for the two bottles. Thanks to a metallic effect, the vibrant lime green box for the women's fragrance and the deep blue box for the men's fragrance are especially luxurious.

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JAGUAR FRESH MAN – fragrance family „watery – woody – musk“

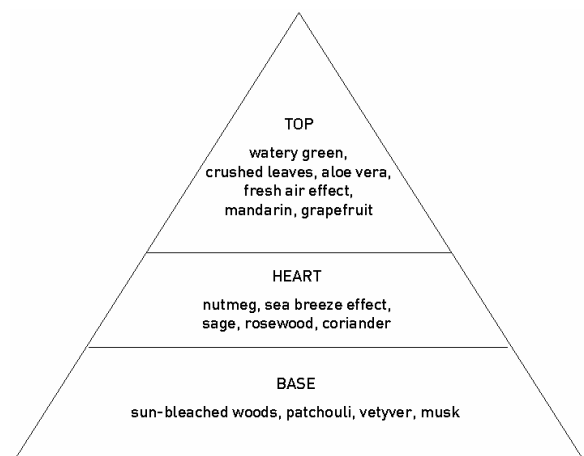
With its invigorating, sparkling freshness and spicy aura, new JAGUAR FRESH MAN has everything the Jaguar man dreams of: originality, independence and discreet luxury, conveying power and sensuality.

JAGUAR FRESH MAN opens with a **top note** full of contrasts, a literal explosion of sparkling freshness combining the scents of aquatic plants, dry leaves and Aloe Vera. In an elegant counterpoint, the freshness is transformed with the fruity accents of mandarin and grapefruit.

The **middle note** carries nutmeg on an ocean breeze in a magnificent pairing, which intensifies under the influence of sage, rosewood and coriander in a distinctive, spicy accord.

The extremely original **base note** focuses on dry wood combined with the sun-nourished woody notes of patchouli and vetiver. Musk rounds out the composition, leaving a sensual scent of skin bathed by the sun.

The supremely handsome bottle with a translucent blue cap and the midnight blue metallic packaging reinforce the harmonious image. Both the bottle and box clearly express the freshness, power and sensuality associated with the JAGUAR FRESH MAN fragrance. The contemporary design underscores the timeless, dynamic elegance that will make JAGUAR FRESH MAN must-have for every man.



Harry Frémont, the “nose”

Having attained the status of Master Perfumer in 2000, **Harry Frémont** has been creating successful fragrances at Firmenich, first in Geneva, then in New York, since 1989. Trained at the prestigious *Institut Supérieur International du Parfum* (ISIP) in Paris, **Frémont** has extensive experience and expertise in the luxury fragrance sector. Among his successful creations are *Polo Sport* (Ralph Laurent), *CK One* (Calvin Klein), *Image for Women* (Cerruti), *Very Valentino for Men* (Valentino) and *O Oui* (Lancôme).

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JAGUAR FRESH WOMAN – fragrance family “floral – aquatic”

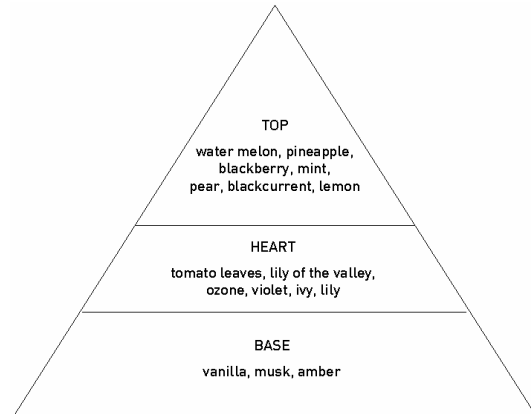
Full of self-confidence and independence, totally in tune with the times and today’s world ... that’s the woman JAGUAR FRESH WOMAN has been created for. The young perfumer Marie Salamagne at Firmenich Paris has composed a fragrance that combines dynamic freshness, femininity and sensuality to perfection.

This new, captivating fragrance opens with an elegant explosion of fruity essences. The **top note** is a delicious blend of grapefruit, watermelon, pineapple, red currant, mint, lemon, blackberry and pear in a heady composition that gives this new fragrance its unique personality and sparkling, floral freshness.

The **middle note** rises with an accord of tender leaves and flowers. Lilies, violets and snowdrops form an elegant bouquet with ivy and tomato leaves, creating a vibrant, stimulating accord.

The **base note** releases a sensual blend of vanilla, amber and musk in a harmonious, elegant emanation that prolongs the aura of JAGUAR FRESH WOMAN.

The freshness and purity of JAGUAR FRESH WOMAN are also visually conveyed through a striking bottle and box. Luxurious yet understated, the fresh lime green metallic box has a dazzling presence wherever it goes. This same vivid green is echoed on the cap of the superb bottle, whose timeless beauty and futuristic air is irresistibly appealing.



Marie Salamagne, the “nose”

Ever since she can remember, Marie Salamagne has been fascinated by the scents around her. Her destiny to become a perfumer was clear at an early age, but it was only much later that it became a reality. While pursuing a degree in medicine, she also took up painting. With her degree in biochemistry in hand, she enrolled in the prestigious *Institut Supérieur International du Parfum, de la Cosmétique et de l’Aromatique Alimentaire* (ISIPCA) in 1998, while simultaneously training with the fragrance company Charabot. It was during this period that she discovered the analogy between scents and colours. In 2001, she went to work for Firmenich in Geneva, starting in the body products department. In 2005, she joined Firmenich’s Fine Fragrance team in Paris.