

LENTHĒRIC NUMBERS HELPS AUSSIE MEN TAKE HER THERE....

Think very sexy, very edgy, very different... Think Lenthéric

The progressive, fresh and inventive Lenthéric, French in heritage and renowned for its saucy advertising and sexy messages, brings you a new range of male fragrances. Numbers – a range with attitude and energy, for spontaneous and vibrant pleasure seekers... with the distinct desire to be effortlessly desirable.

A sneak peak at Lenthéric

It all started with a guy called Guillaume Lenthéric, who established 'The House of Lenthéric,' a thriving salon in Paris that attracted many French aristocrats as loyal clientele at the time.

His passion for perfumery led him to create exclusive perfumes – an endeavour that quickly became a profitable business, encouraging him to build a laboratory and factory in France.

The flourishing Guillaume became the best-known perfumer in many European courts... with the sexiest, edgiest male products acceptable at the time.

Now we bring you the reinvented Lenthéric – saucier than ever before. Prepare for the big Take Off...

The Name: Lenthéric Numbers

The Concept: Her bodily reactions at the Peak of Passion

The Products

Choose one of the four new Numbers Parfum Pour Homme variants: 109 BPM, 41 Breaths, 648 Muscles and 38.2 Degrees Celsius, and see how easy it is to elevate those Sinfully Beautiful Women to the Peak Of Passion: Take her there with ease and confidence in true Lenthéric man style. Her body will speak to you. Learn to read the signs:

Variant 1: 109 beats per minute

As the critical moment approaches, the female heartbeat will escalate from a sedate 72 beats per minute to a pulse-racing 109. The considerate male can facilitate this state of arousal through liberal application of Numbers 109 to his body.

Symrise Fragrance House designed this seductive chypre green fragrance, with sexy violet, bergamot and lemon top notes, a beating heart note of jasmine and rose and a sturdy base note of amber, moss and cedarwood. These were combined to create a masculine, yet fresh scent to get her going...



PRESS RELEASE

Variant 2: 41 breaths

When reaching the point of no return, the average woman will need to increase air-intake by over 150% - resulting in a rise of breaths per minute from 16 to 41. This figure is reached considerably easier with generous application of Numbers 41 to the male body.

With a zesty citrus and Hesperidic top note that will take her breath away, this 'Givaudan' creation is intricately and seductively laced with a spicy heart note and a base note of amber. Indulge in the strong, spicy and fresh fragrance that will keep her intrigued and breathless... when it counts.

Variant 3: 648 muscles

There are approximately 648 muscles in the human body. How many of these used during eruption of the average woman's volcano depends on a) physical prowess of the male in attendance or b) outside influences such as 648. (Option b removes undue pressure from aforementioned male.)

This Aromatic fragrance from the IFF Fragrance house has an exotic top note of Mandarin, Bergamot and Grapefruit, drenched in the lingering heart note of Geranium, pepper and coriander. This is set in a mysterious base note of vertiver, oakmoss, cedarwood and musk. A powerfully sexy fragrance that will push her to the limit.

Variant 4: 38.2 Degrees Celsius

Immediately prior to knocking on heaven's door, the average woman will experience a dramatic increase of body heat and would notice a temperature reading of 38.2°C. A male wearing Numbers 38.2 however, would maintain coolness throughout!

Designed by the House of Mane, the top note of this Woody fragrance is encompassed by bergamot, pomela, birch leaves and apple, enhanced by the heart notes of cloves, lavender and black pepper. The citrusy aromatic fragrance closed with a base note of sandalwood, patchouli and musk. Hot and spicy to keep it exciting.

The sexy Numbers range will be available at the following prices: 50ml Parfum Pour Homme Vaporisateur (\$29.99), 150ml Deodorant Body Spray (\$5.99), 50ml Roll-on Deodorant Anti perspirant (\$4.99).

Enquiries: 1800 791 381

Take her there...don't say we didn't warn you!