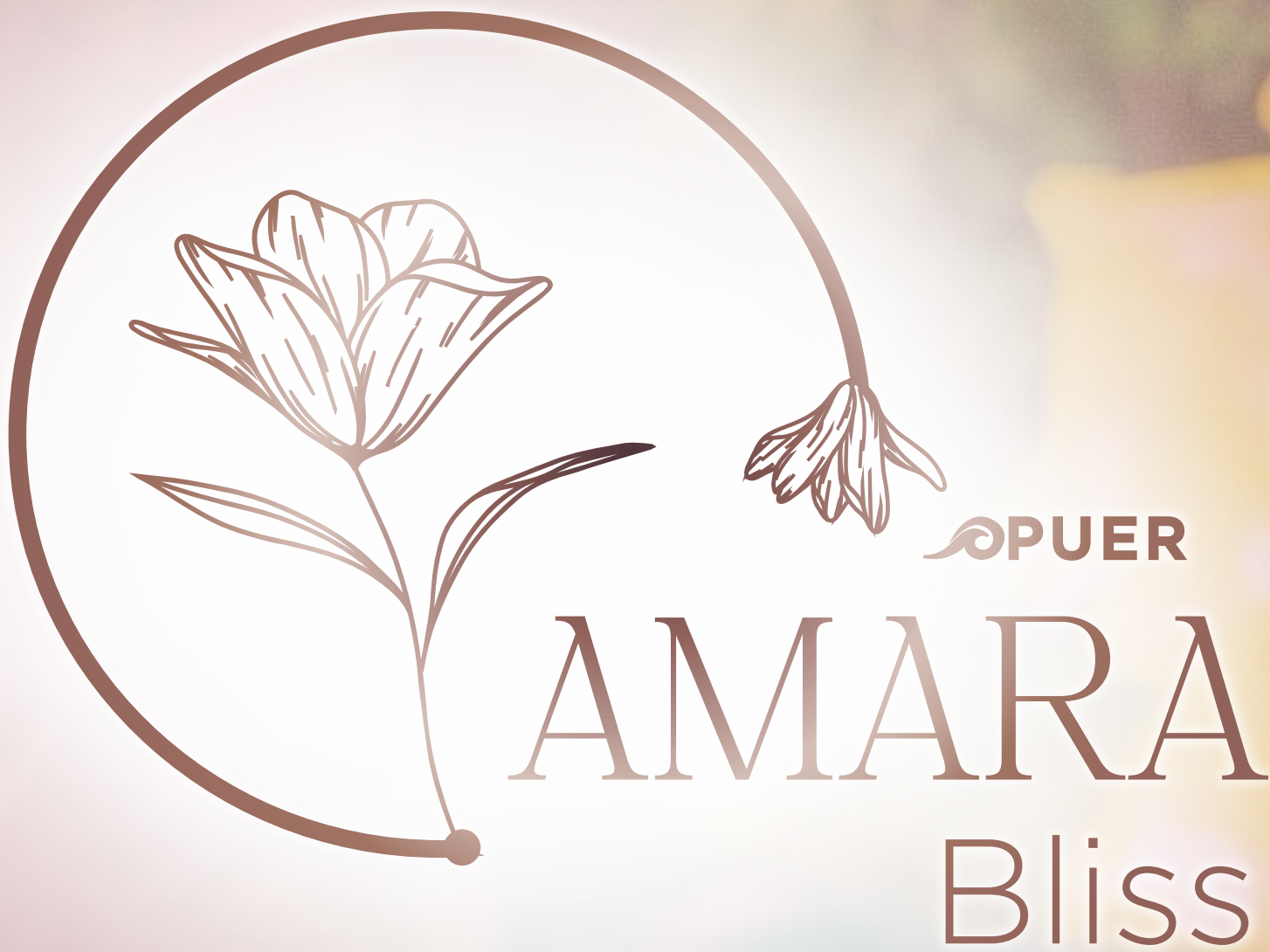
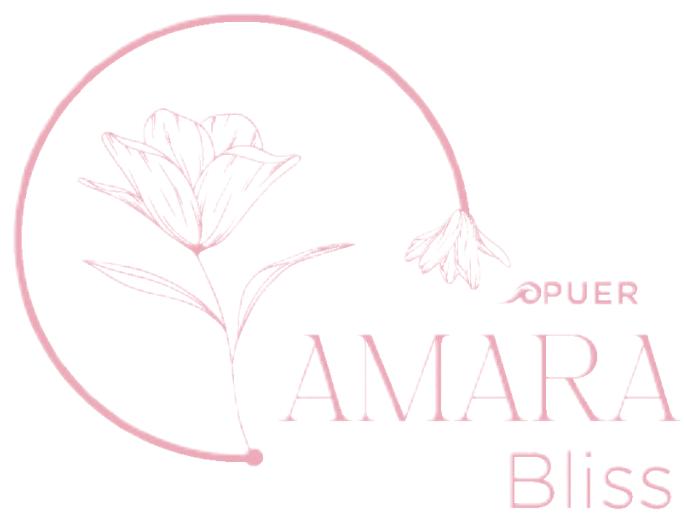


BOTLE BUHLE  
BRANDS







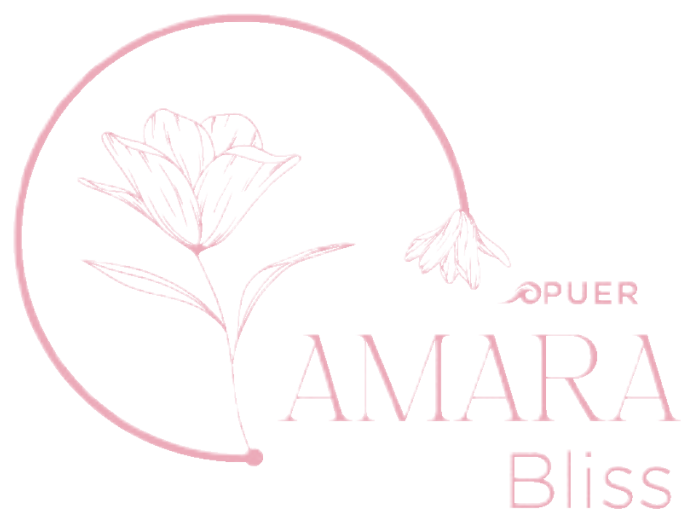
## BRAND PERSONALITY & POSITIONING WORDS



She is the embodiment of bliss,  
a graceful spark amidst a  
garden of wonders.  
With every luminous smile  
she shares, she blossoms with  
warmth and exuberance,  
unfurling like petals in full bloom.

**Bliss | Happiness | Glow**





## ABOUT THE FRAGRANCE

Amara Bliss is crafted with a mood-boosting fragrance technology designed to enhance well-being and evoke positive emotions.

Developed using proven mood-enhancing raw materials, its scent is expertly formulated to create a sensorial experience that can make you feel more happy, blissful, and uplifted.

### TOP NOTES



Lavender  
Bergamot

### MIDDLE NOTES

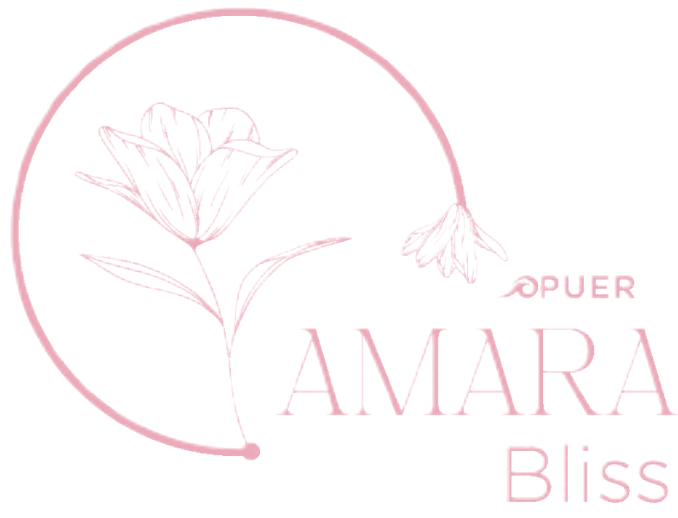


Jasmine  
Vanilla

### BASE NOTES



Amberwood  
Musk



## LAYERING SCENT

Layering your scent can help your fragrance last longer. Follow these steps to stay fresh all day.

STEP 1



### MOISTURISE YOUR SKIN

Well-moisturised skin helps retain the scent for longer. Use the same lotion fragrance as your perfume to layer the scent.

PRO TIP



*To make your perfume last longer and smell its best, apply it after taking a shower or bath.*

STEP 2



### FRESH START

Start your fragrance routine by applying anti-perspirant roll-on. This ensures all-day freshness and odor protection.

STEP 3



### LAYER UP

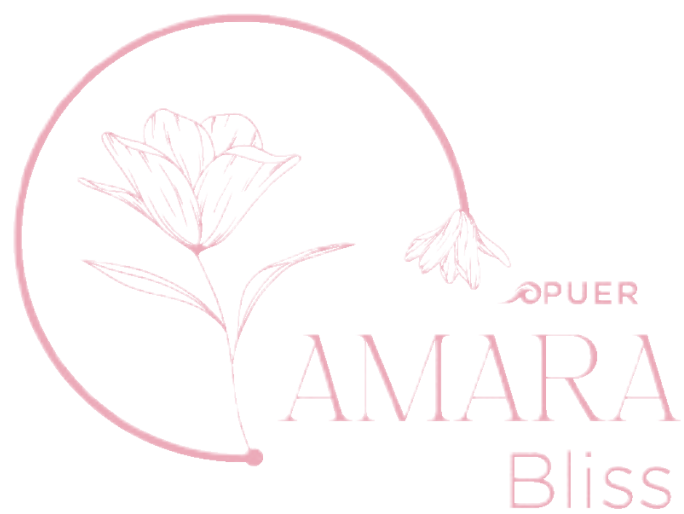
Using the same fragrance perfumed body spray creates a layering effect, helping to extend the longevity of the scent throughout the day.

STEP 4



### PERFUME

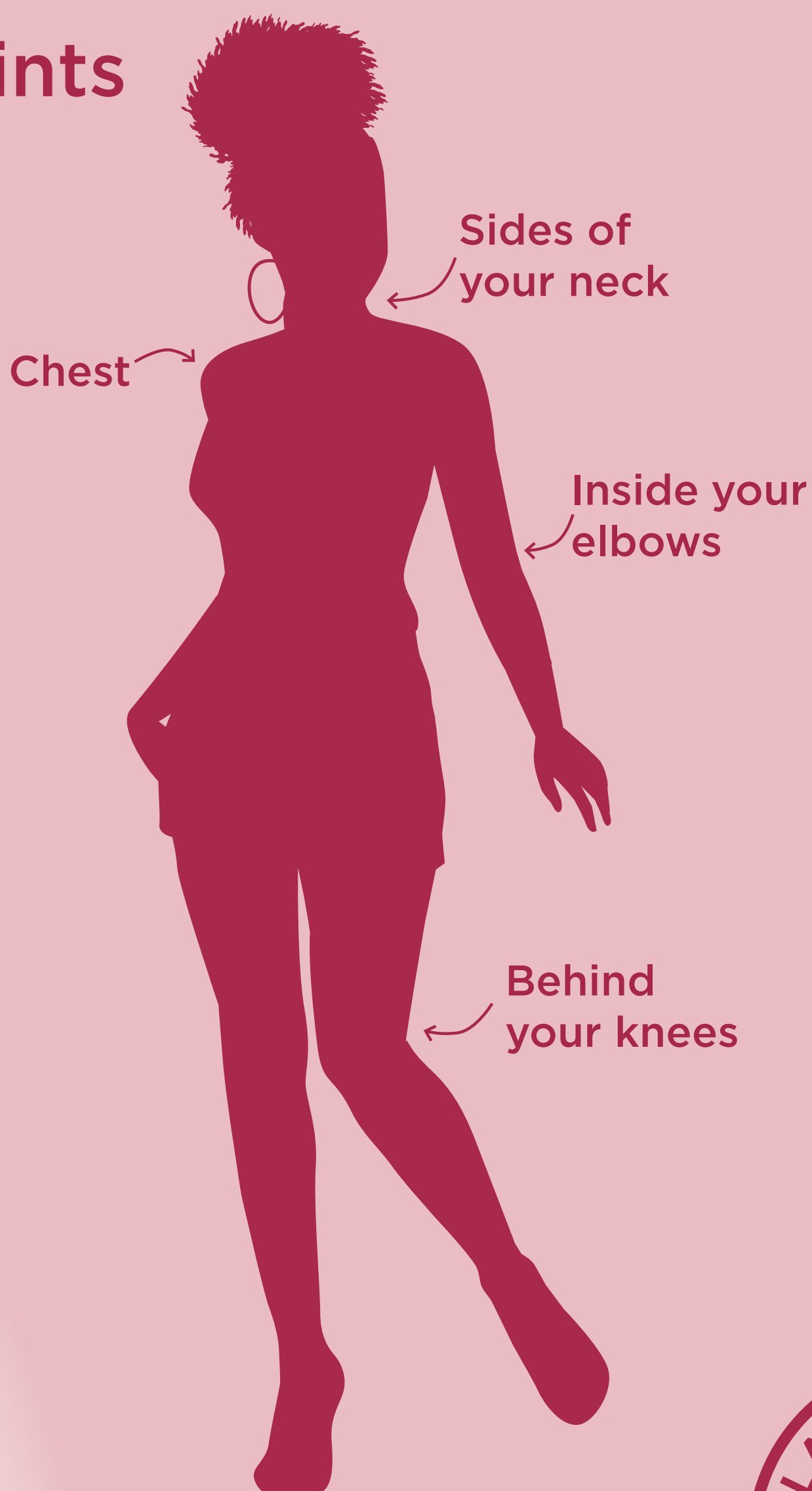
Apply your perfume last. Use the tips on the next slide to help you get the most out of your scent.



## APPLYING PERFUME

Perfume should be applied to pulse points because they enhance the fragrance and help it last longer.

### Pulse Points



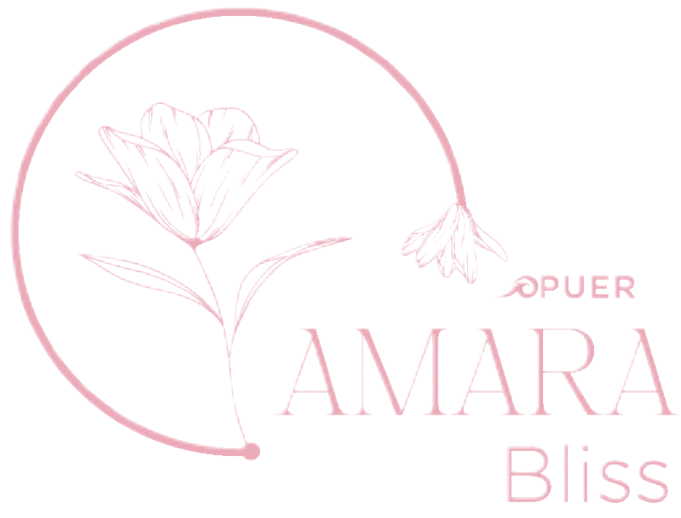
PRO TIP



LASTS UP TO  
**8HR**

Hold the bottle 15 cm away from your body and spray directly onto your skin for an even application.





## SELLING TIPS

### TIP 1



**Wear the perfume to start the conversation.**

Applying the perfume yourself allows you to naturally introduce it into conversations, as people may compliment or inquire about the scent, creating an easy opportunity to discuss the product.

### TIP 2



**Use your catalogue encaps to let customers experience the fragrance.**

Provide customers with fragrance samples in the catalogue to help them experience the perfume firsthand, making it easier for them to decide on a purchase.

### TIP 3



**Train on layering & upsell.**

Educate customers on fragrance layering techniques, using matching roll-on deodorants, body lotions, and perfumes, to enhance longevity and intensity, while also introducing them to complementary products for up-selling opportunities.