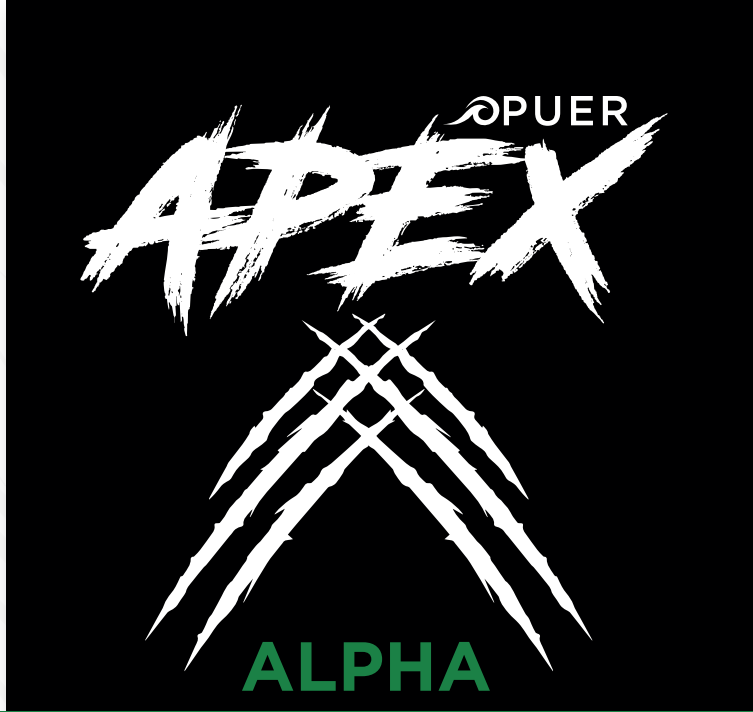


BOTLE BUHLE
BRANDS



OPUER
FASHION & BEAUTY

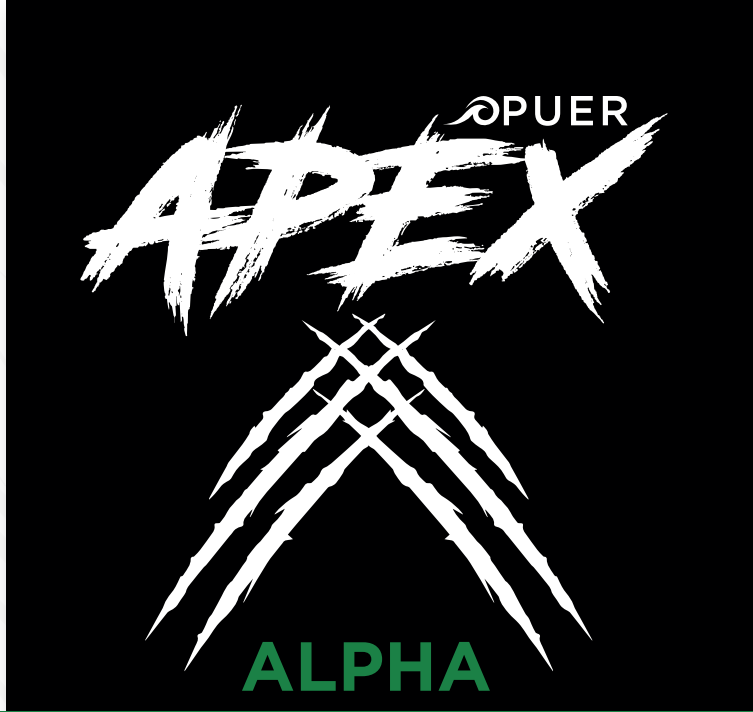


BRAND PERSONALITY & POSITIONING WORDS



Embody a fragrance that mirrors his essence, wild yet refined, a symbol of earned dominance and untamed ambition. The scent of masculinity.

Ambitious | Strong | Commanding



ABOUT THE FRAGRANCE

APEX ALPHA

A burst of frozen bergamot and lime zest opens with cool confidence.

At the heart, cypress and marine notes evoke rugged coastlines and quiet strength.

As it settles, patchouli and warm amber woods leave a bold, magnetic trail.

TOP NOTES



Frozen Bergamot

MIDDLE NOTES



Cypress

BASE NOTES



Patchouli



LAYERING SCENT

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

STEP 1



FRESH START

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

STEP 2



LAYER UP

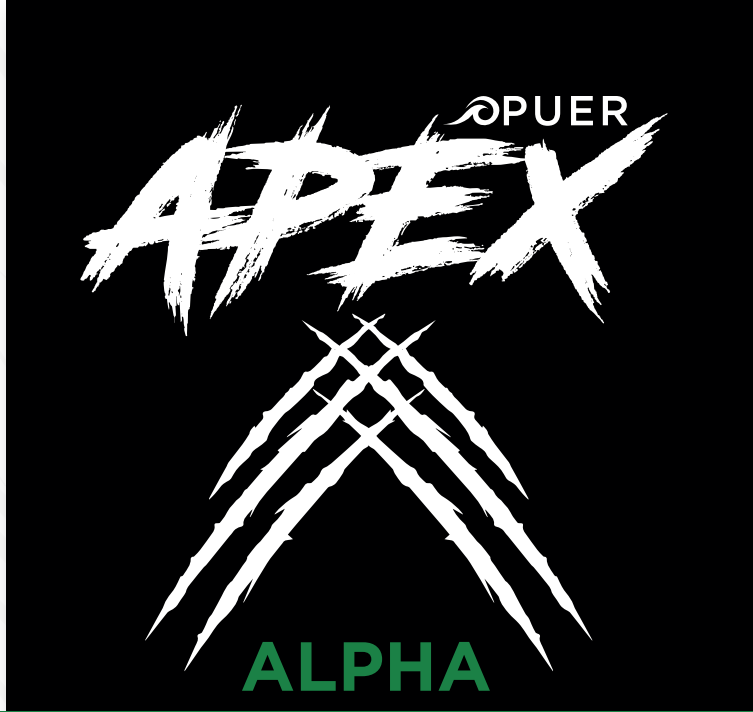
Using the same fragrance perfumed body spray creates a layering effect, helping to extend the longevity of the scent throughout the day.

STEP 3



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

Base of your throat →

Chest →

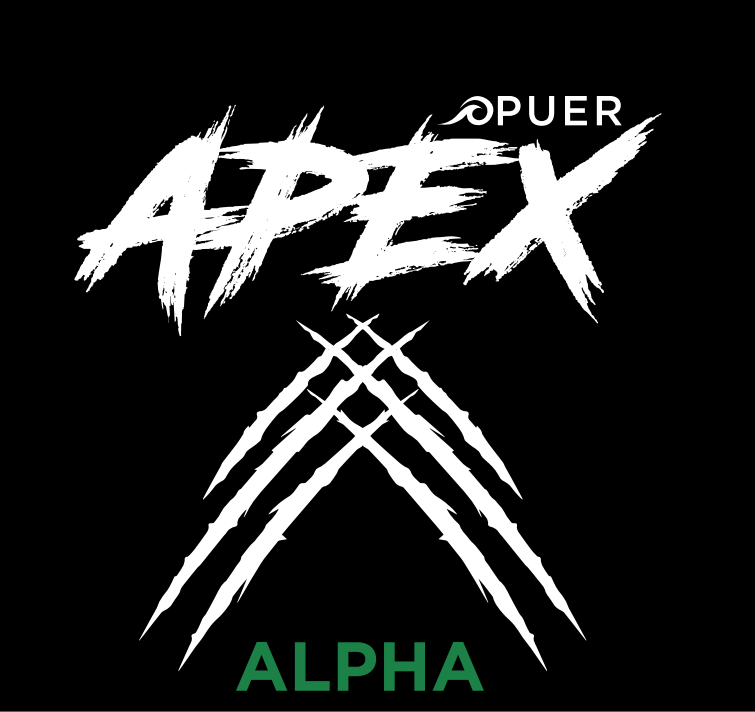
→ Inside your elbows

→ Inside wrists

→ Behind your knees



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.