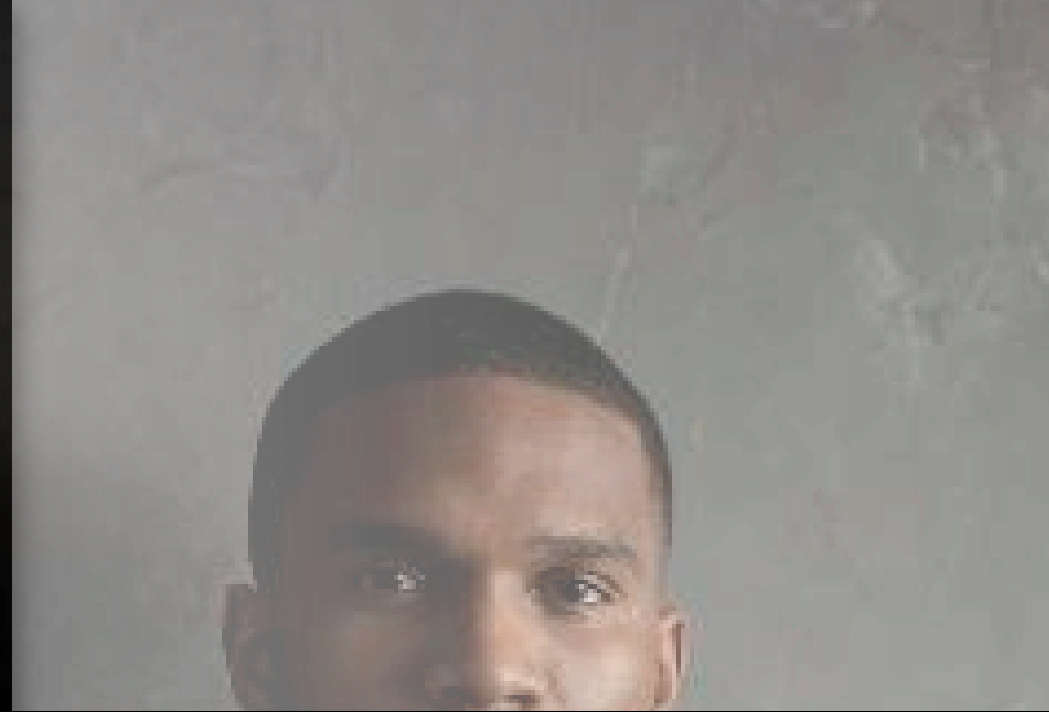


**BOTLE BUHLE
BRANDS**

CG
CLASSIC GENT



PUER
FASHION & BEAUTY



BRAND PERSONALITY & POSITIONING WORDS



The modern gentleman embodies both timeless chivalry and contemporary confidence. He acts with respect and purpose, speaks thoughtfully, and carries himself with quiet strength rather than arrogance. In a fast-moving world, he stands as a reminder to lead with integrity, authenticity, and emotional intelligence, a true reflection of elegance and character.

Charismatic | Timeless | Chivalrous



ABOUT THE FRAGRANCE

CLASSIC GENT

is a refined fragrance for the modern man who leads with **quiet confidence** and **timeless charm**. A sophisticated blend of **fresh citrus, orris, and deep amber** captures his **strength, integrity, and effortless elegance**. A scent that commands respect without saying a word.

TOP NOTES



Lemon

MIDDLE NOTES



Orris

BASE NOTES



Amber



LAYERING SCENT

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



FRESH START

Start your fragrance routine by applying anti-perspirant roll-on followed by body lotion. This ensures all-day freshness and odour protection.



LAYER UP

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



PERFUME

Apply perfume directly onto your skin for longer lasting 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



WHY OUR PERFUMES ARE BETTER?

UP TO
20%

PERFUMES
CONCENTRATION



IMPORTED PERFUME OILS
FROM EUROPE



MADE FROM DIRECTLY
SOURCED PREMIUM
INGREDIENTS



UNIQUE FORMULATIONS BY
RENOWNED INTERNATIONAL
PERFUMERS

PRO TIP



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.