

**BOTLE BUHLE
BRANDS**

OPUER
**Golden
Icon**

Product Training




BOTLE BUHLE BRANDS

Just like your fashion wardrobe, your fragrance wardrobe should include scents for every mood and moment.

Golden Icon is your **Special Occasion** fragrance - radiant, memorable, and designed to make you feel extraordinary.



 **PUER**
FASHION & BEAUTY

BOTLE BUHLE BRANDS

BRAND PERSONALITY & POSITIONING WORDS

A golden aura that announces her arrival and lingers long after.

She is confident, ambitious, and unapologetically herself — a modern muse with quiet strength and purpose.

Bold yet refined, she embraces her individuality as her power. This fragrance marks her journey of self-discovery, empowerment, and gratitude.

AMBITIOUS | ICONIC | CONFIDENT



BOTLE BUHLE BRANDS

ABOUT THE FRAGRANCE

Golden Icon

is the fragrance of her self-discovery and empowerment. Fresh pear opens the scent, followed by a soft frangipani heart and warm, lingering vanilla. This signature celebrates her brilliance, her story, and the powerful beauty of simply being herself.

TOP NOTES



Pear

MIDDLE NOTES



Frangipani
Flower

BASE NOTES



Vanilla

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LAYERING THE 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



USE AN ANTI-PERSPIRANT ROLL-ON FOR FRESHNESS.

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

STEP 3



APPLY THE MATCHING BODY SPRAY.

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

STEP 4



FINISH WITH THE PERFUME AS THE FINAL STEP.

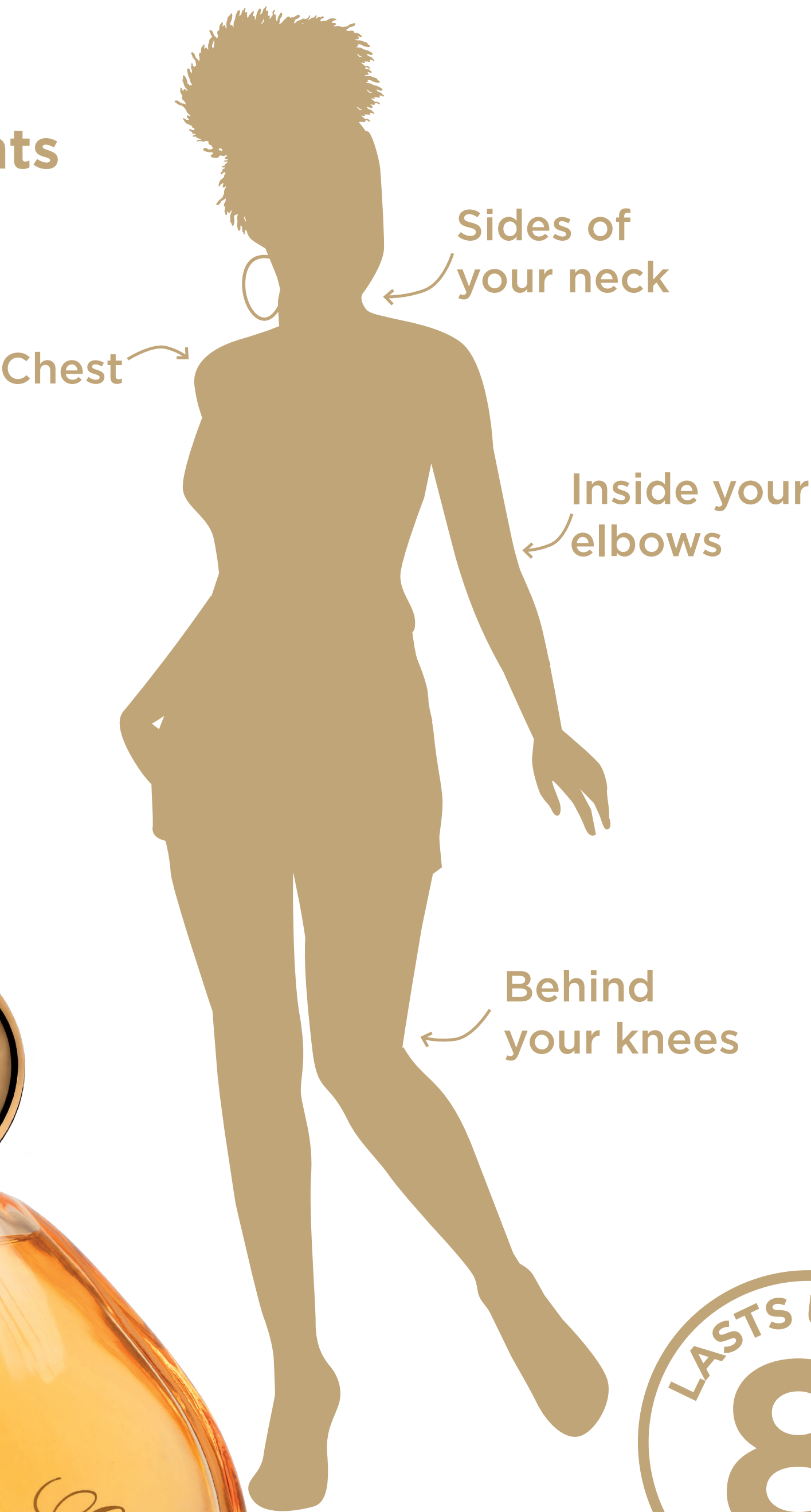
Apply your perfume last. To complete your layering and help you get the most out of your scent.

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APPLYING PERFUME

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

Pulse Points



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

LASTS UP TO
8HR

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SELLING TIPS

TIP 1



Wear the perfume to start the conversation.

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

TIP 2



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

Invite customers to smell the encap in the catalogue to help them experience the scent 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, perfumed body spray, and perfumes, to enhance longevity and intensity, while also introducing them to complementary products for up-selling opportunities.