



ATTRACTION SENSATION

DEVELOPED BY

*Laurent Le Guer nec
and Michelle DeFina*

Two perfumers behind some of the most
well known fragrances on the high street

The **fragrance for her** has been developed by him and the **fragrance for him** developed by her,
with the intention of bringing out the most attractive elements of the opposite sex.

Fragrances have been and continue to be a huge part of the Avon business. Avon started out as the California Perfume Company when founder Mr. David McConnell, of New York, USA discovered that the rose oil perfumes he was giving away was the reason people were buying his books.

Today we consistently develop perfumes with some of the most renowned perfumers in the world and the launch of Attraction Sensation is no different.

Attraction Sensation for Her was developed by Laurent Le Guer nec. With over ten Fragrance Foundation awards under his belt, the fragrance community has recognised Laurent's work in practically every category that exists. Laurent's approach to perfume allows him to engage directly with the emotion in his customer. "I don't believe in shocking the customer to seem creative; for me, it has to be approachable."

My Attraction Sensation woman envelops you with her intense aroma of the floral jasmine. She invites you with her brilliant yet intoxicating aura of plum to experience her beauty. The ambertonic spices things up with a warm, sexy and uniquely addictive power that boosts sensuality.

Attraction Sensation for Him was developed by Michelle DeFina. To DeFina, perfumery is highly personal. Her approach to the craft has always been as storyteller or author of emotions and experiences. "Perfumery documents and captures the world around us through olfactive storytelling that we can all experience."

The Attraction Sensation man uses the elevated spicy scent of black pepper to captivate. His inviting lavender oil excites while the clary sage enhances his rugged masculinity.

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