

CLEAN™ SIMPLY SOAP

CLEAN. Fresh. Calm. Comforting. Invigorating. Inspired by soap. Get back to the basics with CLEAN's NEW Simply Soap - a fragrance that captures that *bubbles up to the chin in the bath* feeling. Because subtle is sexiest.

CLEAN Simply Soap opens with sweet citrus top notes of Plum, Apple, and Lemon. The heart of the fragrance hints at delicateness with a unique blend of Jasmine, Rose, Lilac, Gardenia, and Violet. The subtle base of Musk and Powder leaves a lingering impression of effervescence and sophistication.

Natural ingredients are free of synthetics or petroleum and the formula's organic corn-derived alcohol base is safe even for those with the most sensitive skin.

The pearlized light blue packaging signifies the reflection of sudsy, soapy water, capturing that moment of wrapping yourself in a big fluffy, white robe after a hot bath.

CLEAN Simply Soap Eau de Parfum (\$69 / 2.14 Fl. Oz or \$38 /1 Fl. Oz.) and **CLEAN Simply Soap Soft Body Lotion** (\$28 / 6 Fl. Oz.) are available at Sephora, HSN, Ulta and Holt Renfrew. For more information, samples, or images, please contact Shari Cogan at scogan@fusionbrandsinc.com or 416-323-0007 ext. 258.

About CLEAN™

Taking the fragrance market by storm with the incredibly successful launch of CLEAN Original Perfume in 2003, CLEAN quickly became the #1 top selling independent scent, globally recognized and a celebrity cult favorite. CLEAN is the original fragrance line with the soapy-shower fresh scent that has a unique fragrance reminiscent of pure soap. Its impressive fan base includes Cameron Diaz, Jennifer Aniston, Courtney Cox Arquette, Darryl Hannah, Ali Landry, Taryn Manning, and Jamie Lynn Sigler. With soaring sales and widening distribution, the CLEAN line also includes, CLEAN Simply Soap, CLEAN Eau De Toilette, CLEAN Warm Cotton, CLEAN Shower Fresh, CLEAN Fresh Laundry, CLEAN Ultimate, CLEAN Provence, WELLNESS by CLEAN, CLEAN Men and CLEAN Shower Fresh for Men. For more information, visit www.cleanperfume.com
