

CLEAN™

For Immediate Release

Press Contact
Dana Waisberg | DWaisberg@bncpr.com
Jessica Milton | JMilton@bncpr.com
BNC | Bragman Nyman Cafarelli
212.253.4646

COZY UP TO A NEW WAY TO GET CLEAN *Introducing NEW CLEAN Warm Cotton Eau de Parfum*

Cozy up to CLEAN Warm Cotton Eau de Parfum, the new fragrance that captures the comforting scent of just out of the dryer freshness. Blending the crispness of freshly laundered linens into an understated fragrance that is soft and subtly sexy, CLEAN Warm Cotton is perfect for the modern woman who is confident enough to let herself – not her fragrance – command attention.

The uplifting parfum opens with crisp top notes of citrus and verbena. The heart of Warm Cotton is a unique blend of floral, fruit, and marine essences with notes of jasmine and orange flower. The drydown is an understated base of musk, fougere, and amber.

An instant classic, CLEAN Warm Cotton is as understated and effortlessly chic as the perfect white tee that's always in style.

CLEAN Warm Cotton Eau de Parfum (\$76 /2.14 oz) is available at Nordstrom, Sephora, Bloomingdales, and Ulta stores nationwide. CLEAN Warm Cotton is also available in Canada at Holt Renfrew (\$115 CAD). Visit www.cleanperfume.com for more information.

The CLEAN brand launched in 2003 with the creation of the original CLEAN Perfume and CLEAN Sweet Layer Perfume. Created by fragrance and beauty guru, Randi Shinder, the line established a niche in an increasingly overcrowded market, targeting women who desired a scent that was fresh and light, not overpowering. With soaring sales, widening distribution, and an impressive fan base that includes Cameron Diaz, Jamie Lynn Sigler, Darryl Hannah, Courtney Cox Arquette, Jennie Garth, Ali Landry and Taryn Manning, CLEAN quickly became one of the top-selling independent scents on the market. The line has grown to feature fragrances for men and women, as well as home accessories such as candles and linen spray.

For more information, samples, or images, please contact Dana Waisberg or Jessica Milton at BNC, 212.253.4646.

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BATHE YOUR SENSES

Introducing New CLEAN Lather Eau de Parfum

CLEAN Perfume captures the essence of soft soap lather in a new fragrance that evokes fresh-faced innocence and femininity. Introducing new CLEAN Lather Eau de Parfum – a delicate scent that blends soapy freshness with purity into a naturally inviting fragrance. CLEAN Lather maintains the CLEAN brand's signature simplicity with a fragrance that is uniquely refreshing to the body and mind without overpowering the senses.

CLEAN Lather bubbles open with cool citrus top notes of lemon and orange. The heart of the fragrance hints at delicateness with a unique blend of rose, geranium, jasmine, spice, and orange flower. The subtle base of musk and woods leaves a lingering impression of effervescence and sophistication.

Lather up with the freshest new way to get CLEAN – the softly sudsy, subtly sexy scent of CLEAN Lather Eau de Parfum.

CLEAN Lather Eau de Parfum (\$76/2.14oz) is available at Nordstrom, Sephora, Bloomingdales, and Ulta stores nationwide. CLEAN Lather is also available in Canada at Holt Renfrew (\$115 CAD). Visit www.cleanperfume.com for more information.

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