

**BOTLE BUHLE
BRANDS**

OPUER
Paradisisia
fantasy



OPUER
Paradisía
fantasy

For Her

BRAND PERSONALITY & POSITIONING WORDS



I step into a world where freedom meets fantasy. This paradise is more than just an escape into the wilderness—it's my escape into a lush, indulgent realm where luxury and desire rule. Here, I don't just exist—I revel, I seduce, I shine. Where every moment is a lavish escape.

Indulgent | Exclusive | Sensual

For Her

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Paradisía
Fantasy

ABOUT THE FRAGRANCE

The fragrance is positioned as a premium gifting item, perfect for those who appreciate exclusivity, self-care, and indulgence. It appeals to affluent, aspirational individuals who seek a scent that offers confidence, escape, and sophistication.

TOP NOTES



Bergamot, Melon,
and Red berries

MIDDLE NOTES



Lily, Jasmine and
Ylang-Ylang

BASE NOTES



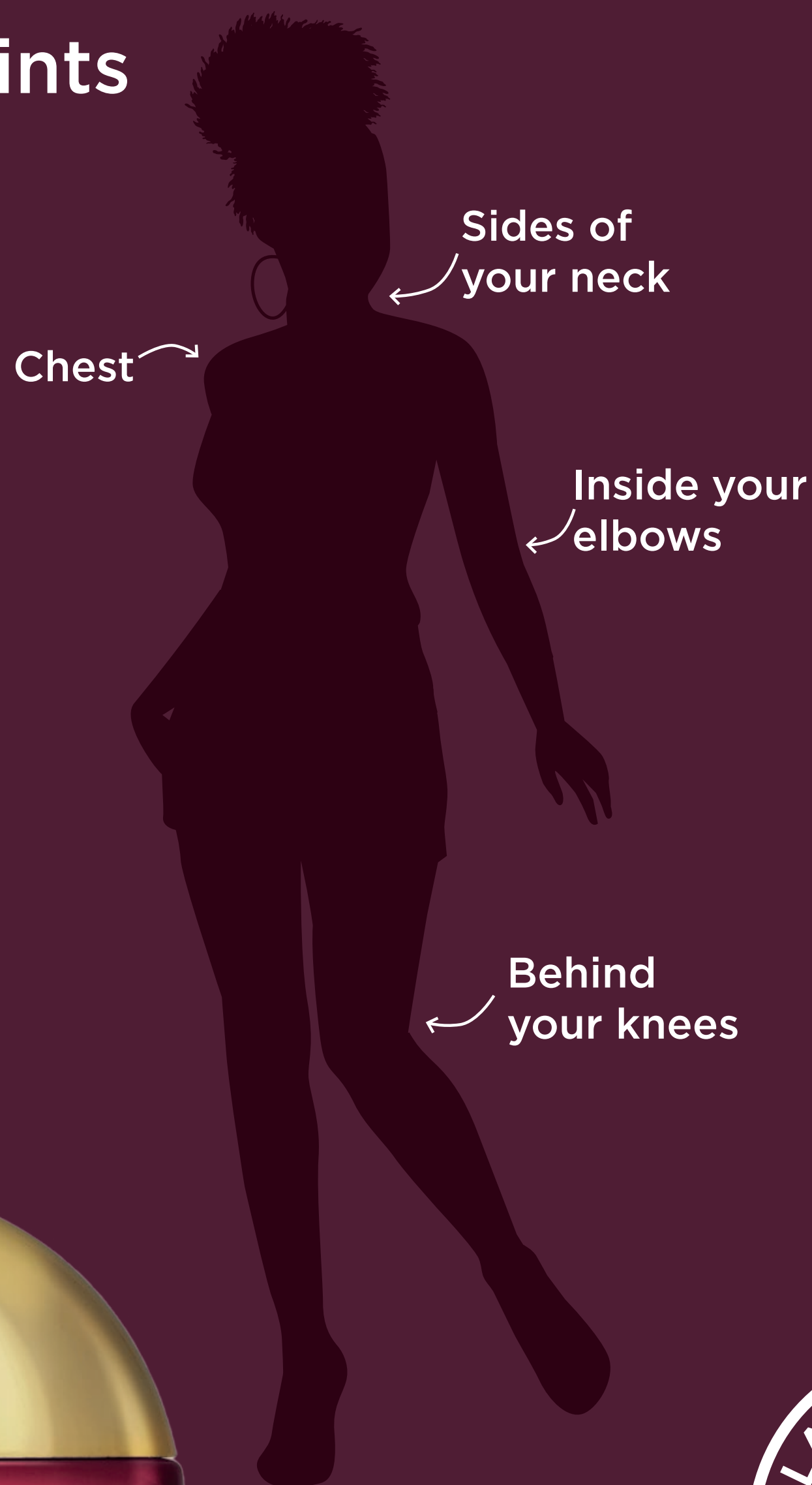
Meringue, Musk
and Patchouli

OPUER Paradisía *fantasy*

APPLYING PERFUME

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

Pulse Points



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

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For Him

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Seductive | Regal | Exclusive

For Him

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ABOUT THE FRAGRANCE

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TOP NOTES



Cypress, Apple, Pineapple, Cinnamon, and Cardamom

MIDDLE NOTES



Rose, Orange flower, and Warmwood

BASE NOTES



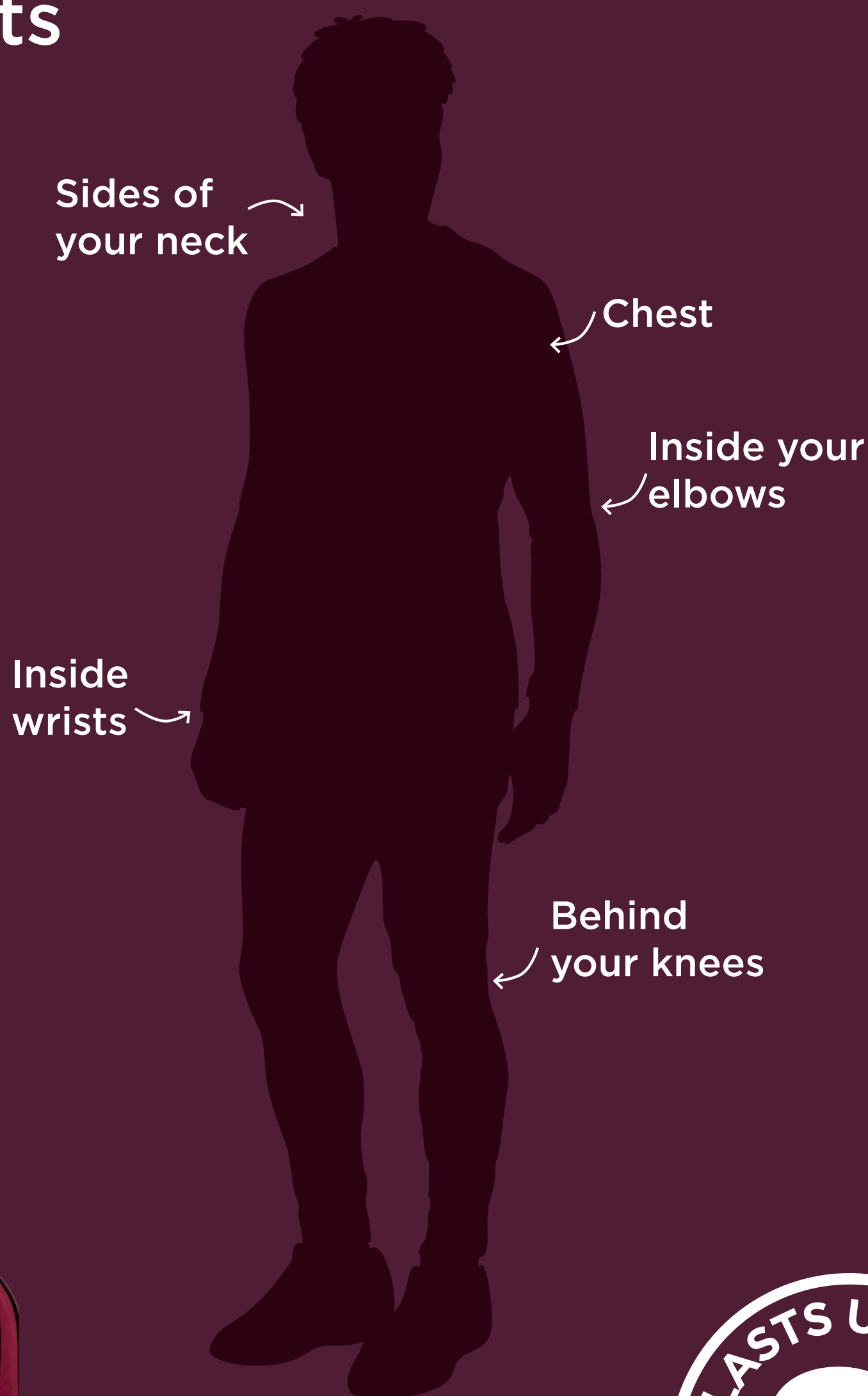
Cedarwood, Amber, Vanilla, Labdanum, and Patchouli

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APPLYING PERFUME

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Pulse Points



LASTS UP TO
8HR



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

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LAYERING 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



FRESH START

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

STEP 3



LAYER UP

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

STEP 4



PERFUME

Apply your perfume last. Use the tips on the next slide to help you get the most out of your scent.

OPUER Paradisia *Fantasy*

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.