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Michael Edwards showcases 2008 fragrance releases



Monday, September 8, 2008 - 95 words



■ **Anti-aging scent to go global**

Ageless Fantasy, a new fragrance from the US that bills itself as "the world's first anti-age perfume", will make its international debut this fall. Following the launch in the US this summer in selected upscale stores, the EdT has piqued the interest of retailers worldwide. Created by US niche fragrance company Harvey Prince, the scent is designed to make women "smell younger", incorporating scents such as mango, cherry blossom and pineapple.

Ageless Fantasy starts shipping this month to Harvey Nichols department stores worldwide. The product will also launch in Japanese department stores Seibu in Hong Kong and China, and discussions are underway with European distributors, Harvey Prince president Kumar Ramani tells CosmeticNews. He expects to enter some 50 doors globally, excluding the US, by the end of 2008. The EdT retails at \$120 for 100ml.

CosmeticNews Weekly # 358



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