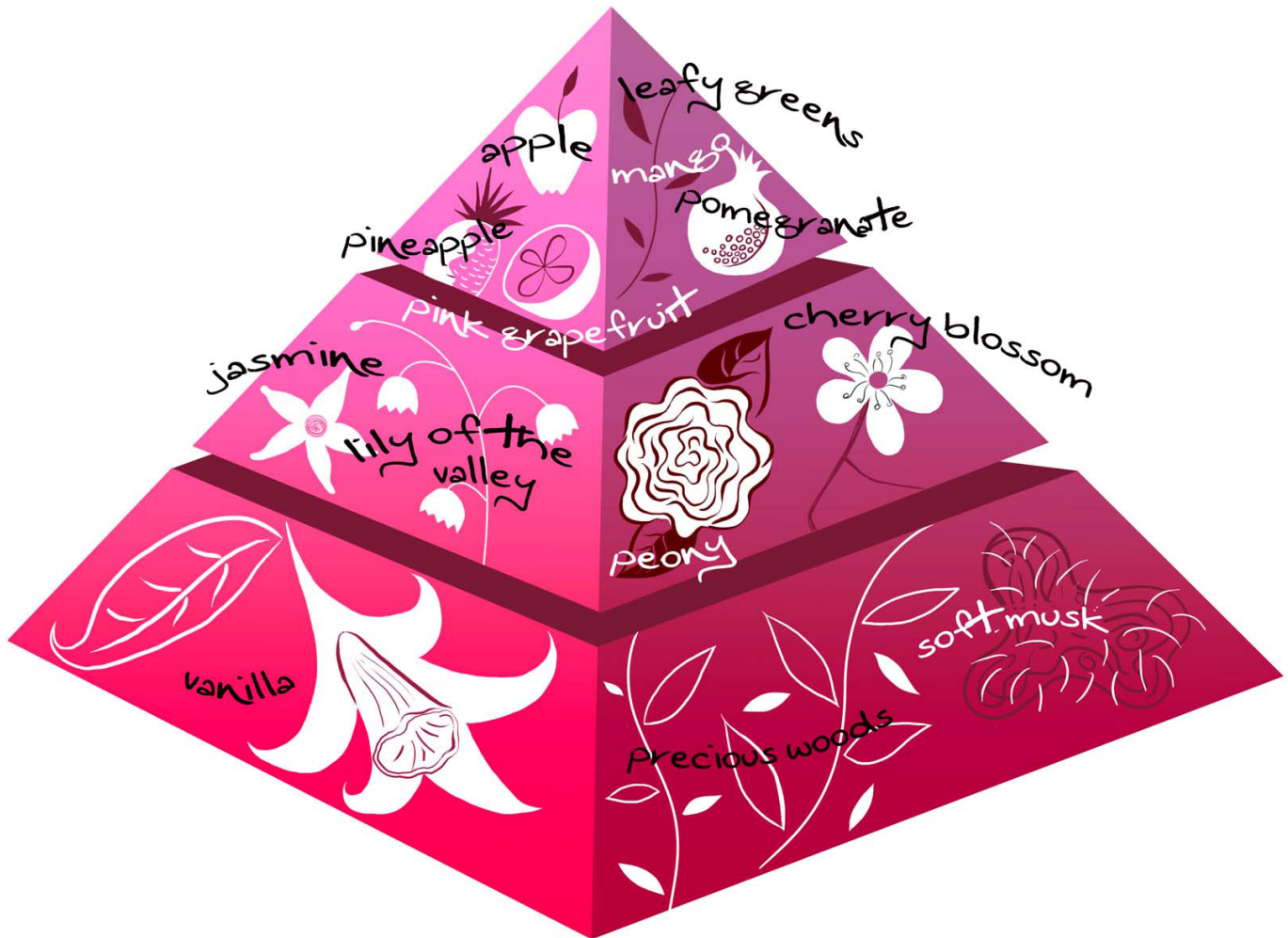


# AGELESS

## anti age perfume®

### The World's First Anti Age Perfume

The following questions are most commonly asked by editors from fashion & trade media.



**Q: What started off as an idea for a gift to a mother and her friends became an innovative, exciting new fragrance launch that speaks to consumers who are on the quest to find or maintain their youth. Please explain why fragrance, and the sense of smell became an avenue you chose to explore and how it correlates to aging.**

A: Our research and study into aging body odor and also findings that showed pink grapefruit essence is most associated by men with younger women led us to actively pursue the quest for a clinically proven youth perfume. We also posed the following questions to ourselves: If there is a fragrance that induces one to have a migraine then there had to be a fragrance that alleviates the migraine (the scent of green apple has been shown to relieve headaches). If lavender is believed to be a "calming" scent then citrus is known to be an "exciting" scent. If men in focus studies and the entire fragrance industry read "rose" to be, "old lady" then there has to be a fragrance that reads "young lady." We chose to go further down this avenue with our clinical studies to try and find a fragrance or an elixir that would be most associated with a "youthful, energetic woman"

Research has shown that men associate tropical fruits and pink grapefruit scents with "younger" women. This is the essence of Ageless Fantasy®. A true bouquet of youth. Ageless Fantasy® by Harvey Prince has one of the most rejuvenating openings of any perfume in the market. Men will be reminded of when they were "dating." Women will feel energized.

**Q: Your philosophy of aging is quite interesting and takes a departure from the traditional wrinkle-and - skin notion, please discuss.**

A: Yes, no one has focused on this. We wanted to try a different approach. The whole idea about perfume is to make you smell more beautiful and younger. Yet, it seems that most are created based on arbitrary fashion. No one has been done a clinical study and tested like we did. We selected various fragrances, several popular perfumes, and let the research and feedback be our guide. The anti aging phenomenon is not just restricted to creams & lotions. Anti aging is much more than this. It has to do with activities, diet, state of the mind and medication. We are now suggesting that the power of scent can be used to help as well. Far from being a weak and unimportant sense, our odor-detecting ability is surprisingly acute and shapes our social interactions in ways we do not consciously realize. Hopefully we are opening a new door and one day the way scents are created will use the knowledge that the scientists are just discovering. This may start a trend in the fragrance industry.

**Q: Who is your target consumer? Describe the woman whom you feel would be attracted to this concept.**

A: We are targeting the baby boomer with a modern spirit and a "can-do" attitude. We look up to women like Dara Torres, who is a 41-year-old mother and Olympic medalist.

We are looking at Baby Boomers, who are rejecting the traditional aging process, refusing to slow down, fall into line, give up, and drop out. Unfortunately, examples of inspiring, mature lives too often remain hidden. When brought to light, we say in astonishment, "Isn't she wonderful for her age?" or "Isn't it amazing how active he is?"

In the past century, the American life span has increased 27 years. Baby Boomers are the first generation ever to have the opportunity for a healthy, productive second life. We can choose the traditional aging route as our parents did, or forge an exciting, unprecedented transition from fantasy-driven "young forever Boomer" to real life healthy, "productive and ageless Boomer."

This is the perfume designed for the independent, youth-oriented, free-spirited 21st century woman who does more as she ages than her parents or their parents.

**Q: The use of science forms the backbone to your product; please explain some of the clinical trials that you have conducted and the research you uncovered, which inspired formulation and development.**

A: We invite your readers to read our white paper and to learn more about us at the following sites:

<http://www.harveyprince.com/images/whitepaper.pdf>

<http://www.harveyprince.com/images/sa.pdf>

<http://www.harveyprince.com/images/nyt.pdf>

**Q: How does scent correlate with the aging process? For example, how does a woman's scent change as she ages, and on another level how does the choice of fragrance change as she gets older?**

A: It seems that as we age, both men and women produce more of a body chemical known as "nonenal" – which occurs as a result of breakdowns of fatty acids in the skin. According to Wataru Takekoshi, a scientist working for the Japanese skin care company Shiseido, the breakdown results in a type of unsaturated aldehyde which emits an unpleasant "greasy" odor with grassy undertones. And that is what experts say is the natural body scent of aging. Takekoshi continues to say that this particular body odor is rarely found in people in their 20's or 30's – but can be very prominent beginning at around age 40. And, in fact, in one study published in the Journal of Investigative Dermatology researchers found that women over 40 have more than twice the levels of 2-Nonenal in their skin than younger women. The same study found women over 40 also have higher levels of Omega 7 and certain other lipids which, when broken down in the skin, may contribute to a kind of "odor" commonly associated with older people – both women and men. The end result: Aging does have an associated smell, which some say can be perceived on both a conscious and unconscious level, making us "seem" older than we might look.

Can Men Smell A Woman's Age? It isn't only the "natural" scent of aging that can give away your age or how many candles should be on your birthday cake. In one study conducted by a team of Rutgers scientists, it was learned that men appear to subconsciously "age" a woman based on her choice of fragrance.

In their research 15 men aged 20 to 60 were asked to smell various fragrances and associate it with the age of the women who would wear them. Among the scents tested were vanilla, lavender and rose, together with scents from fruits like apple, and vegetables including broccoli.

The result: Almost universally the men associated the scent of roses with an “old” woman, while associating the scent of apples with “young” women.

This almost mimics the findings of a study done in 2005 by the Smell and Taste Research Foundation. Here it was learned that the scent of grapefruit was most often associated with the perception of youth while roses signaled that retirement is closing in.

### Covering Up The Smell of Age

While some say any good perfume can tuck away the secret of your age, not everyone agrees. Perfumer Harvey Prince says it takes a specific combination of essential oils and fragrances to not just cover up the scent of age, but actually neutralize all those smelly lipid odors.

Not coincidentally, Prince just released his first anti-aging fragrance, a perfume called Ageless Fantasy, which not only does away with that “old lady” smell; it can knock ten years off your perceived age.

While Prince says the formulation of Ageless Fantasy is a proprietary secret, I can tell you that the main essences found in the fragrance are tropical notes of pineapple, mango and leafy greens which the company says promotes memories of a happy childhood. The fragrance also contains oils of Lily of the Valley and peony, which are thought to promote feelings of well being and happiness. In combination Prince says it's the magic formula that makes a woman smell younger than springtime."

### **Q. How does your fragrance address the scent changes of a woman as she changes?**

There are many variables that control the body scent. These include but are not limited to diet, stress and hormonal changes.

Every individual has or her own unique skin chemistry. In fact, your skin chemistry can even change now and again and the changes are not always apparent. Age is something else that can factor into your skin's chemistry. This is because there are a number of significant hormonal changes for men and women. Also, testosterone and estrogen levels fluctuate and night sweats often occur. Lastly, menopause can bring on changes to your hormones and affect your body chemistry. During this time, your skin can become thinner and drier.

There are also certain medications and even medical conditions that can play a role in how a fragrance will be altered by your body chemistry. For example, individuals with diabetes will have a harder time finding a fragrance that works well for them. This is due to the fluctuation in their blood sugar levels. As their sugar levels change, so does the scent of the fragrance they are wearing. Some people have skin that

attracts essential oils; this means that their skin may absorb certain oil from a fragrance while other oils dissolve quickly.

Ageless Fantasy is an aromatic explosion that rejuvenates you. It invigorates you immediately with the opening. Ageless Fantasy has one of the most rejuvenating openings of any perfume in the market. Our goal was to come up with a unique composition that has a very positive effect on the mind, body and spirit. This is the perfume designed for the independent, youth-oriented, free-spirited 21st century woman who defies age. Period.

Inspired by recent scientific discoveries and clinical trials, we have developed a perfume called AGELESS FANTASY™. Our patent-pending fragrance elixir defies your skin's natural age-revealing scent. This precious youth fragrance is a blend of pink grapefruit, mango, anti-oxidant rich pomegranate, jasmine and musk. The formula is based on natural bio chemistry. This psycho-stimulant elixir is created with one goal in mind: to make you smell younger!

**Q: Please describe "the scent of youth" and "the scent of old age."**

A: Blended tropical flavors of pineapple, mango and leafy greens have been known to create a feeling of comfort often associated with positive childhood memories, which provide a sense of coziness, youth and joy. Tropical notes bring a more youthful impression while indulgent, creamy florals - jasmine and cherry blossom appeal to the modern woman.

**Q: Interesting behavior research shows that scents and connotations with flowers can improve various emotional states. In formulating your scents please explain why certain ingredients were used and were any used to help increase mood?**

A: Scientists at Rutgers University have conducted behavioral research to prove that flowers and floral prints actually improve our emotional health. Their research shows that the mere presence of flowers triggers happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what was normally believed. You can learn more about this by reading our own clinical studies on our web site.

**Q: Anti-aging is a hot-sell marketing word but also carries its own share of skepticism, how do you plan to handle this, especially with such a cutting-edge notion of an anti-aging fragrance?**

A: So far the international media buzz has been very positive. We do our best to produce a quality product and stand behind our claim. Our clinical study is also supported by other recent studies. Fragrances trigger subconscious responses in the brain before eliciting a conscious perception of an odor. Far from being a weak and unimportant sense, our odor-detecting ability is surprisingly acute and shapes our social interactions in ways we do not consciously realize. Hopefully we are opening a new door and one day the way scents are created will use the knowledge that the scientists are just discovering. We hope more and more scents will be created using the knowledge from studies that focus on the hidden powers of scents instead of "hip-hop" trends. This may start a new trend in the fragrance industry.

**Q: As you know, if I just look at the pyramid of your perfume I will think that it smells "young", so of course I am wondering what is the difference between your perfume and any young-smelling fruity-floral perfume in the market? Are there secret ingredients in it that have been specially engineered for this purpose?**

Inspired by recent scientific discoveries and clinical trials, we have developed a perfume called AGELESS FANTASY™. Research has proven that men around women who use Ageless Fantasy™ believe them to be at least 8 years younger! Ageless Fantasy™ is an aromatic essence of pink grapefruit, mango, anti-oxidant rich pomegranate, jasmine and musk. Research has also shown that men associate tropical fruits and pink grapefruit scents with “younger women. This is the essence of Ageless Fantasy. Patent-pending Ageless Fantasy® was engineered to make you smell younger and defy your skin’s natural age-revealing scent. No other product available today offers this technology. The formula is based on natural bio chemistry. This psycho-stimulant elixir is created with one goal in mind: to make you smell younger!

**Q: I love this idea of a perfume that is also a beauty cosmetic product, it is also obviously very forward-looking. Have you thought about developing a perfume that would make women appear more beautiful? I remember there has been at least one research in this direction of someone who "recorded" the natural scents of beautiful women.**

Not yet but we have given this a thought and we are trying to put together a clinical study to determine if this is possible. We believe in the psychology of the suggestive powers of fragrance.

**Q: I am a little skeptical about this scent or olfactory aura that women are supposed to exude as they age because it has not stuck me empirically (is it supposed to? We do recognize however the fact that babies' heads have a particular smell). And as the original inspiration for your perfume**

**shows, the mother of the two young men who thought about this perfume of youth was able to "fool" people into thinking she was younger than her age, without your perfume. Could you please elaborate a bit for us as to what is the added contribution that your perfume makes? How many years will it take off someone on average?**

Firstly, did you know that aging really does have an association with smell and people can perceive an older person's smell on both a conscious and unconscious level? The so-called "odor of aging" can make a person seem older than their chronological age and actual appearance.

As women and men age, the body produces a chemical known as "nonenal", which occurs as a result of the chemical breakdown of a fatty acid known as palmitoleic in the skin. This process breaks down into a form of an unsaturated aldehyde which emits an unpleasant greasy odor that experts say is the natural "body odor" scent of aging.

This type of body odor is rarely present in people in their 20's and 30's, but can become quite prominent around the age of 40. In a study published in the Journal of Investigative Dermatology researchers found that women over the age of 40 have more than twice the levels of 2-Nonenal in their skin than younger women. The same study found women over 40 having higher levels of Omega 7 and certain other lipids which, when broken down in the skin may contribute to a kind of "odor" commonly associated with older women and men.

Patent-pending Ageless Fantasy was engineered to make you smell younger. No other product available today offers this technology.

Research has shown that our fragrance on an average tested in clinical trials to show that it made men perceive the women was younger by average of 8 years

**Q: Aren't you concerned that you might make more mature women feel self-conscious about their body odors?**

No this is a fact. BO has been around but the body odor associated with age also has been around and we are just trying to educate everyone and also find a solution to defy the ageing body odor.

**Q: Are men experiencing the same "olfactory aging" process? Can they remedy it by wearing the women's formulation of Ageless? Will there be an Ageless for Men?**

This is not proven yet. We are working on it. We need to get about 100 women into a room and start a clinical study and research this. It will be fun and educating.

**Q: Could you please elaborate a bit on some of the notes you have chosen for the scent of Ageless -- why are they there?**

Tropical notes bring a more youthful impression while indulgent, creamy florals appeal to the modern woman.

Scientists at Rutgers University have actually conducted behavioral research to prove that flowers and floral prints actually improve our emotional health. Their research shows that the mere presence of flowers triggers happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what was normally believed.

the Essence of Youth, this precious youth elixir is a blend of pink grapefruit, mango, anti-oxidant rich pomegranate, jasmine and musk. Apple, pink grapefruit, pomegranate, mango, and pineapple possess an unmistakable revitalizing power. Leafy greens added freshness. Tropical fruits are associated with youth. Cherry blossom and pink jasmine have a calming, relaxing effect and steady the nerves. Lily of the Valley & Peony trigger happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what is normally believed. The blended tropical flavors of pineapple, mango and leafy greens have been known to bring a feeling of comfort often associated with positive childhood memories, thus giving a sense of coziness, youth and joy.

**Q: Any additional innovations in the pipeline?**

A: Yes, we are working on ancillary products, including hand and foot cream, hair mist (since the head and the hair have a large surface areas and tend to release more body odor than we think. We are also

expanding our studies to include men's perfumes. Recently, with all the media focus, we have had numerous requests from the gay and lesbian community. We are responding.

