



**LACOSTE LAUNCHES NEW PREMIUM FEMALE FRAGRANCE  
- LACOSTE TOUCH OF PINK -  
AUGUST 2004**

P&G Prestige Beauté is delighted to announce the launch of *Lacoste Touch of Pink*, the spirited new fragrance from the House of Lacoste. The launch follows the successful launch of Lacoste Pour Femme in 2003. Lacoste fragrance is for the woman who is elegant with her own natural style – she is mischievous, adventurous and has a healthy appetite for fun.

*Lacoste Touch of Pink* captures the essence of a woman full of youthful sensuality. She is young yet grown-up, classic yet modern, innocent yet knowing. Her femininity shines from within and her unique charm is as compelling as it is captivating. Her magnetic vitality touches and attracts those around her - it is this unique quality that is brought to life by *Lacoste Touch of Pink*.

Created by perfumer Domitille Michalon, *Lacoste Touch of Pink* is an intriguing fresh, fruity floral fragrance – classical in structure but with a young, modern edge. Enlivening top notes of blood orange, cardamom and coriander provide an energetic start to the fragrance. In the heart notes, dark and luxurious violet leaves give a soft, powdery and feminine touch, whilst jasmine offers a sweet, heady edge. Base notes of addictive vanilla and musk then combine to give a hint of sensuality - but blink and you will miss it. It is this fleeting, sensual suggestion that sets *Lacoste Touch of Pink* apart from the rest.

*Lacoste Touch of Pink* will be in store from August 4th 2004. The range includes the eau de toilette in two sizes - 50ml (£30 RRP) and 90ml (£38 RRP). Additional range products including shower gel and roll-on deodorant start at £11 RRP. Available at larger Boots, department stores & The Perfume Shop.

For further information please contact  
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## NOTES TO EDITORS:

### Fragrance notes

#### Top Notes

Coriander leaves  
Blood Orange  
Cardamom

#### Heart Notes

Jasmine  
Violet leaves  
Carrot seed

#### Base Notes

Sandalwood  
Vanilla  
Musk-like notes

### The Fragrance Face – Natasha Thomas

17-year old Danish singer Natasha Thomas is the new face of Lacoste fashion and the new fragrance, ***Touch of Pink***. Signed to Sony music, Natasha has already had success with a top 10 hit in Germany and elsewhere in Europe. Her youthful, doe-eyed beauty and inimitable charm makes her the perfect choice for the House of Lacoste.

Blake Hughes, global brand manager for ***Lacoste Touch of Pink*** explains: "Natasha was the obvious choice as the face of Lacoste fashion and fragrance. Natasha has a wonderful youthful vitality and fascinating beauty that is just captivating. In addition her looks are only one aspect of her allure - Natasha is also a talented singer in her own right. She enjoys and thrives in her dual careers and radiates an energy that is just magnetic. She perfectly embodies the House of Lacoste values and we are delighted to have her as our brand ambassador"

### The Perfumer

A perfumer since 1994, Domitille Michalon created ***Lacoste Touch of Pink***. She says "Each perfumer has his or her own creative process and it is a very enriching experience to construct together perfumes and to discover different styles. There are no limits, only creation".

### ***Lacoste Touch of Pink*** product line up and prices:

Pour Femme EDT 50ml	£30 RRP
Pour Femme EDT 90 ml	£38 RRP
Shower Gel 200ml	£15 RRP
Rich Body Cream 150ml	£17 RRP
Roll-on Deodorant 50ml	£11 RRP

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