

# BEAUTY & SCENTS™

## Christian Dior's Newest

**DiorSkin Icône** Foundation is the company's newest launch. A sheer, cream-to-powder formulation, it can be worn alone or as a makeup base. Icône contains mattifying and pore-refining ingredients particularly suitable for younger skin. Available in 10 shades.

Also for the younger skin types, Christian Dior introduces **Hydraction**, range with four moisturizing products to promote better water circulation between cells. **Hydraction** is a serum, a cream and two lightweight fluids (one with an SPF 15).

Dior Beauty is captured by Sharon Stone. The actress is the new face for Dior **Capture Totale**. **Capture Totale** was developed by dermatologist and medical advisor Dr. Sadick. **Capture Totale** aims to reverse the signs of age by targeting biological and genetic markers responsible for skin aging. According to the company's research, these 20 genetic markers are located between the dermis and epidermis. **Capture Totale** is the first product able to interact with and counteract the effect of genetic markers. Thus, **Capture Totale** address four key factors in age prevention: cell protection, turn-over, stimulation and tightening. The "TOTALE" formulation contains Longoza Complex which smoothes, tones and clarifies the skin. Anti-oxidants help retain moisture while peptides stimulate collagen and hyaluronic acid production. Yellow Iris extract tightens the pores and licorices extract reduces age spots and pigmentation. The two-step system includes **Capture Totale** Serum and Capture Totale Cream. Available now in our La Jolla store.

## More Scents Make Sense

Alexander Perfumes and Cosmetics is excited to announce the arrival of the **complete** collection of Donna Karan's fragrances: **Cashmere Mist**, **Donna Karan Signature**, **DKNY Be Delicious** and **DKNY Be Delicious for men**. Additionally, ask about the Michael Kors fragrance collection including Sheer and Island.

Other new fragrances making its way on shelves this month: **Christian Dior's** new men's fragrance: **HOMME** – Spicy and Sexy!!! **Escada's** new summer fragrance: **Pacific Paradise**; again ever so much fun... very fruity. And let's not forget the new introductions from Bond No. 9 and Creed...

From the master perfumer **Oliver Creed** comes **Original Santal**. A new scent for men and women, where Mr. Creed combines the essence of royal sandalwood trees from India and other pure ingredients. **Original Santal** is a sublime scent with spiritual strength and calming power. A woody oriental scent that is composed of sandalwood, coriander and juniper berry in the top notes; settling into lavender, neroli, rosemary and ginger. And lies calmly on a dream-like vanilla note. **Original Santal** is available in 4oz, 2.5oz and 1.0oz.

From the specialist in defining the scents of New York, **Bond No. 9** presents **Scent of Peace**. A scent born out of the consensus that the future of this city depends on world peace. **Scent of Peace** is a unisex creation for the see and be seen. Perfect was graceful summer nights, it starts off with sparkling grapefruit and energizing black currant. Soon **Scent of Peace** is balanced with the loveliness lily of the valley and mellows with base notes of musk and cedarwood. The bottle displays a dove in graceful flight, the colors are white and lavender. Available in 3.4oz and 1.7oz.

## Pure Femininity!!

**Orlane's** new product launch is offering a personalized and targeted program.

Four products to refine harmony in your hair, bust, arms and legs.

### Refining Arm

**Cream** helps to restore tone and definition. Shiitake extract strengthens, while sweet almond defines and Chamomile reshapes the arm contour.

**Refining Leg Care** acts in two steps as a "second skin". First, luminous pigment hide small imperfections, and second, targeted ingredients slim and diminish that "orange peel" effect.

**Magnificent Hair Care** acts as an all day conditioner. It repairs and protects the hair with Moringa seed.

And last, certainly not least, Orlane introduces **Contouring Bust Care**. Of all feminine features, the breasts are woman's most precious and fragile assets. Contouring Bust Care helps the breasts regain shape, curves and firmness, the skin becomes tighter and better able to resist sagging. Contouring Bust Care creates a true "natural bra" and perfectly rehydrates the breasts for a softer touch.

## Darphin's latest innovations... the I's have it!

France's premiere and haute couture skincare line, **Darphin**, is re-launching its eyecare products. The Fibrogene Eye Serum and the Vitaserum 40 Eye Serum are being given a makeover.

First, the new **Lifting and Firming Eye Serum** will help lift, firm and smooth the appearance of the eye area while diminishing the appearance of wrinkles around the eyes. If your eyes have loss of elasticity, and need rejuvenation apply one pump on both eye contour areas following a figure eight pattern.

Second, the new **Dark Circles Relief and De-Puffing Eye Serum** will soothe and renew fatigued eyes that are marked with puffiness and dark circles. It helps calm and leaves the skin with a silky revived feeling. Let this serum with Rose, Licorice and Peptides reduce your dark circles and tired look.

Also introducing, **Instantly Radiant**, a hydrating and brightening eye care stick. It delivers an instant sheer radiance that soothes and brightens the under eye area. It camouflages signs of fatigue and instantly hydrates. Perfect alone or over make-up to refresh, any time of the day, all day.

Furthermore, Darphin has re-launched its **Predermine Serum**. Now, this high-potency innovative wrinkle-corrective serum visibly diminishes fine lines day after day. It improves the skin's elasticity and firmness and boosts natural collagen production. **Predermine Serum** will also help maintain hydration for a smoother softer skin texture by 43% after 8 week and a rejuvenated look and feel. Active ingredients include collagen, Vitamin E, Hydrating Micropath and Oligopeptides. Apply 5 pumps in the morning all over face and neck.

And for the ultimate Darphin customer that is concerned with stubborn cellulite, try HydroFORM's **Gel Modelant**. A quickly absorbing gel which helps to improve the appearance of skin where cellulite may appear. Results are cumulative with daily use. Apply morning and evening and massage in upward motion. Darphin is also available at our Las Vegas location.

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## Clive Christian's Masterpieces

Alexander Perfumes and Cosmetics is proud to announce the arrival of celebrated Perfume House, Clive Christian. Established in 1872, this British designer acquired the crown perfumery in 1999. Inspired by its rich history and old world style of perfumery, Clive Christian was to create a new level of luxury perfumes. Initially, Clive Christian made the perfumes available only in hand-made crystal bottle – natural essences that are both rare and traditional; exotic composition that are complex and complimentary.

Clive Christian's collection currently includes 3 fragrances, for men and women. 1872 – a highly traditional, conservative formula, named after the year it made its mark. It's a classic English perfume. The women's 1872 is a citrus fruity floral with top notes of lemon, bergamot, and tangerine; the heart consists of floral notes such as lily, rose, jasmine and orchid. The base notes are slightly woody and musky. The men's 1872 is a citrus chypre spicy starting off with its traditional citrus notes then settling into sage, lavender, rosemary and nutmeg. This masculine composition finishes with patchouli, amber and cedarwood.

Then came No. 1 – recognized as the world's most expensive perfume. In order to signify the best, No. 1 was created with no references to cost. The perfume was allowed every indulgence and access to the finest and rarest ingredients. The women's No. 1 is a floral oriental with notes of Mirabelle, pineapple, plum, ylang ylang, carnation and rose. No. 1 finishes in vanilla and tonka seeds. The men's No. 1, an oriental amber, starts off fresh and herbal, and it, too, finishes in vanilla and tonka seeds.

Finally, there's X, Clive Christian's latest creation. It has sexy written all over it. It is modern and mysterious. The women's X is a fruity chypre – introducing peach, mandarin and lending its heart to lily of the valley, and Egyptian rose. The base notes are balmy, they consist of vetiver labdanum and cashmere musk. The men's X, is equally as mysterious and is a spicy woody scent. Cardamon, ginger, pink pepper and juniper berry start this composition off. It quickly is followed by cinnamon and vanilla.

The entire Clive Christian collection is available for sampling at Alexander Perfumes and Cosmetics in La Jolla. And its hand-made perfume bottles can be special ordered. Available for immediate purchases are its parfums starting at \$260.