

FIND YOUR ESSENCE

by MANE

PRESS RELEASE

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Find Your Essence by MANE

MANE the first French group and one of the world's leading companies in the creation of fragrances and flavours, is launching an all new digital sensory experience. Reputed for its professionalism and international presence, MANE is inviting perfume lovers to invent the fragrance of their dreams.

♦ « Find Your Essence » experience - dedicated to perfume lovers

Through the “Find Your Essence” contest dedicated to perfume lovers, MANE invites all internet users to explore a totally new interactive experience, whereby contestants select ingredients for a scent to create their own fragrance. Who has never dreamed of creating an original composition, drawing on their deepest yearnings?

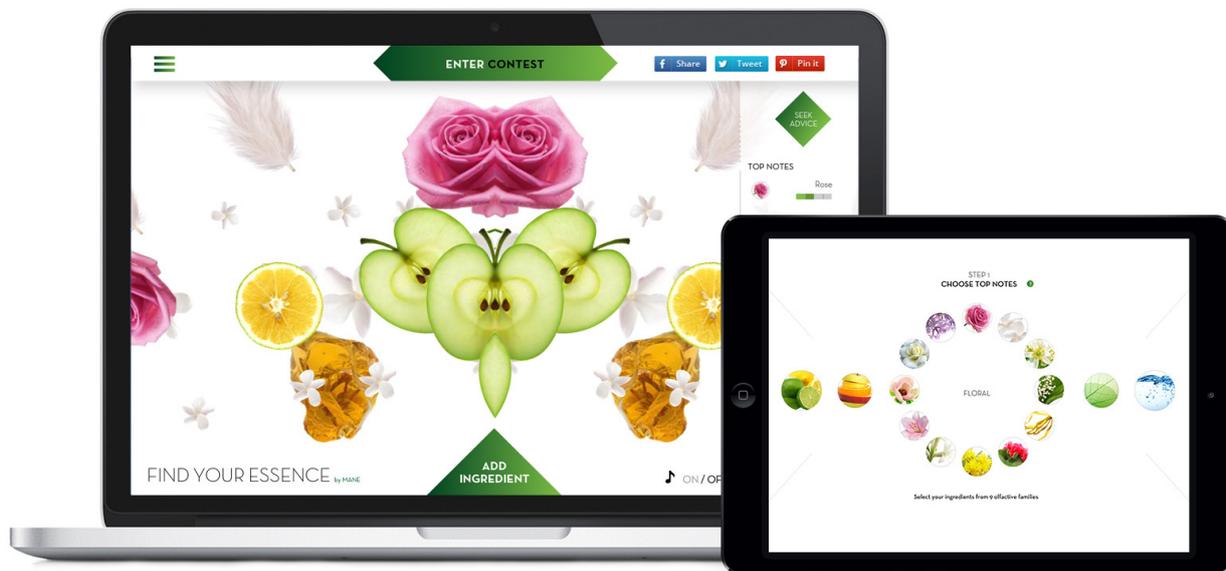
This experience brings different senses together in a fun, playful way, with animated images and in a musical environment. The result is an atmosphere that is one of a kind. The sound design is arranged to bring out our sensitivity and inner selves to share our emotions, however fleeting. The flow of moving images is then projected on the screen, plunging us into a world that is unlike any other, where we are one facet of personality, the one we all share.

In this way, the contestants are the key players in this experience, whimsically combining essences, ingredients and colours. Contestants may choose the top, heart and base notes for their dream fragrance from a palette of ingredients. Their original formula is a personal representation of themselves, the sum of their emotional choices, guided by their intuition.

The “Find Your Essence” contest has a fluid and playful interface that makes it easy to share, save, modify or even to start over. A visual gallery also offers the possibility of browsing through all the compositions dreamed up by contestants. This special olfactory journey is a wonderful illustration of the power of inspiration that MANE brings to the world of perfumery.



The contest has been entirely organised by the digital agency Shakebiz. A tablet application is available for download on the AppStore and Google Play, and a website ensures the contest will have maximum visibility.



◆ The contest

To inspire a sense of adventure and reach new audiences, MANE is holding a contest from September 18th to December 30th, 2014. Contestants are to submit their original fragrance formulas to a jury of perfumers, who will then analyse the submitted formulas to perfect the most outstanding ones.

The prize is a unique perfume made with the winning contestant's online formula.

The "Find your Essence" contest aims to bring internet users closer to the world of fragrances through this creative, colourful escapade to the land of imagination, and to the discovery of MANE's Fine Fragrances.

Discover the experience
EXPERIENCES.MANE.COM

or download the tablet application



Download pictures from the experience following this link :
experiences.mane.com/press

About MANE

It all started in 1871 when Victor MANE began producing aromatic ingredients from plants and flowers growing in the Grasse region in Alpes-Maritimes. The small family distillery quickly became successful and grew to a global group, internationally renowned for the quality of its creations.

Today, MANE has 42 research centres and 25 production sites across 5 continents.

Two key divisions make up the Group's activity: flavours for the food industry and fragrances for the cosmetics and beauty industries. MANE is proud to have created captivating signatures for some of the world's most prestigious fragrances. To develop these exceptional fragrances and flavours, the company is equipped with cutting-edge industrial tools and leading, world-class

scientific, technological and creative resources and centres.

MANE's two founding pillars, Creativity and Technology, guide and inspire perfumers in their creations. The company's Fine Fragrance Design Studios are based in the world's fashion and luxury capitals of Paris and New York. That is where sophisticated fragrances are brought to life, paving the way to previously unknown olfactory territories.

Exceptional ingredients, remarkable technologies and a deep understanding of consumer expectations drive and feed our designers' imagination in the quest for new, visionary fragrances destined to become tomorrow's classics.

◆ Prizes

2014

- **Si / Armani :**
Best new female fragrance - Fragrance Foundation, UK
Best fragrance - Fragrance Foundation, Germany
Best fragrance of the year & Best olfactive creation - Accademia del Profumo, Italy
Best selective feminine fragrance of the year - Les Oscars, CosmetiqueMag, France
Most daring fragrance for Women - Prix international du Parfum Marie Claire, France
- **24 Old Bond Street / Atkinsons :**
Perfume extraordinaire - Fragrance Foundation, UK
- **Portrait for Men / Paul Smith :**
Men's prestige fragrance award - Cosmetic Executive Women 2014, France
- **Iris Nazarena / Aedes de Venustas :**
Perfume extraordinaire - Fragrance Foundation, USA

2013

- **Hommage à l'Homme / Lalique :**
Best masculine perfume - Les Oscars, CosmetiqueMag, France
- **Prodigieux, Le parfum / Nuxe :**
Best feminine perfume in pharmacy - Les Oscars, CosmetiqueMag, France
- **Figuier Eden / Armani Privé :**
Best feminine niche fragrance - Accademia del Profumo, Italy

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