



# Hoity Toity

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## ARE YOU A *HOITY-TOITY* GIRL?

### Canada Launches Provocative New Fragrance Line by Lenthéric

Richmond Hill, ON – (September 2008) – French in heritage and attitude, feminine, posh, eccentric and irresistibly playful – the new *Hoity Toity* fragrance line is being introduced to Canadians by Lenthéric Parfums. Reaching out to the *Hoity Toity* girl in all of us, Lenthéric has created an animated, French-inspired *Hoity Toity* character to be the face of their new fragrance and the star of their television ad – which comes out this Fall.

"We decided on an animated television ad so that we can stand out from the rest. We wanted to try something totally unconventional and fresh for fragrance advertising," says Michael Parker, International Marketing Manager for Lenthéric. "We wanted to reflect the fun-loving, feisty, swish personality of a *Hoity Toity* girl, which could be captured by an animated character," added Parker.

Animation Director Riccardo Capecchi, who brought the *Hoity Toity* girl to life, has worked all over the world including projects involving Disney, Pillsburg USA and Kellogg's Milan.

The *Hoity Toity* line includes four fragrances available in 100ml Perfumed Body Sprays at PharmaPlus, Rexall, Shoppers Drug Mart, Wal-mart and Zellers stores across Canada – each with its own personality – each bold and provocative.

#### *Hoity Toity (Original) Fragrance Personality*

*Hoity Toity* original has a true French attitude. Sparkling fruity top notes with sensual floral and honey middle notes represent the energy and pizzazz of modern lifestyles. The deeply decadent bottom notes of dark woods, amber and vanilla reveals how much this girl embraces self-indulgence.

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### Miss Priss Fragrance Personality

A radiant floral cocktail of freshness, stimulated by the dynamic sparkle of green accents, velvety touches of fruity notes, with an exuberant presence of floral and licorice nuance, mingling with a stylish woody complex. A blend of spontaneous freshness and exotic seduction, draped in long-lasting contemporary appeal.

### Belle de Luxe Fragrance Personality

A warm floral harmony, enhanced by orange blossom and lily, that blooms to the soft fruity touch of pineapple and apricot, evolving into the long-lasting echo of precious woods heightened by powdery and musky undercurrents. A truly exclusive feminine blend.

### Chérie Fragrance Personality

This French fragrance master-work contains the refined sensuality and an unerring sense of Parisian style, bursting with spring blooms and juicy fruits in the top and middle notes. The dry-down is a rare blend of woods, amber and musk, making this scent a fresh departure from the traditional floral fragrance.

Celebrating 133 years in the world of perfumers, Guillaume **Lenthéric** was a fashionable hairdresser who opened a salon in 1875 in Paris' prestigious Rue St. Honore. For some of his honoured patrons, members of France's aristocracy, he created exclusive perfumes. A pioneer in the export field, **Lenthéric** soon became known as the master perfumer to almost every court in Europe. Today **Lenthéric** is still synonymous with the creation of quality of fragrances.

Farleyco Marketing is the distributor for the **Lenthéric *Hoity Toity* line** in Canada. As a marketer of niche beauty and health products in the Canadian landscape, Farleyco represents many brand names, and is committed to offering Canadians best selection in their shopping experience.

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