



Face life with a smile! Smiley, recognised as the universal brand of joy and happiness, are releasing the World's first antidepressant perfume! Launching exclusively at Selfridges, Smiley have created a psycho-stimulant cocktail from nature. Containing theobromine to reduce stress and phenethylamine to set off a feeling of joy and euphoria, frowns will become a thing of the past! Essential oils including orange, bergamot, praline and myrrh captivate the senses and enhance that feel good factor.

Designed by ora-ito, the most sought after designer of his generation, the scented therapy range looks like a collection of objects that have escaped from the health centre of a space ship. The unisex range includes fragrance, bath and body products, starting at a very modest £25.00 for the 30ml EDT spray and a Smiley 'first aid kit' containing a range of products for £45.00

Selfridges' beauty buying manager, Christine Benson, said "the minute we experienced this fragrance we had to have it. We've been smiling ever since."

Smiley is on sale now in your local Selfridges' store (mail order and stockist 0870 837 7377).

-ends-

Further information/samples/photography from:

Wendy Campling/Nicola Boniface/Hayley Lee

Sparkle Press Office

Tel. 020 8686 8441/3141/4885