

BLOSSOMING BEAUTY

-timeless toiletry treats from Apple Blossom -

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Take a sweet-scented stroll along memory lane and lose yourself in the everlasting essence of spring by indulging yourself in a floral scented treat from the **Apple Blossom®** collection.

The fifty year old fragrance, that's been a firm favourite with generations of women since its creation, forms part of line-up of eight bath and body treatments, designed to soothe, smooth and lightly scent the skin. With retro-chic pink packaging, edged in gold trim, each product oozes 50's glamour and is perfect for adding a touch of authentic vintage to any modern day dressing table.



Originally created by the Helena Rubenstein Company, this delicate and subtle scent perfectly captures the essence of a typical English Country Garden and, is now manufactured by a family owned company (Kent Cosmetics) in the heart of the Apple Blossom trail in Kent. The exquisite blend of natural oils has stayed the same and is still blended by the same manufacturing team to ensure quality and fragrance continuity. The fresh Apple Blossom melody is complimented by a light, fresh floral harmony that combines soothing top notes of lilac, lily of the valley, anise and fresh aldehydes. Its heart blossoms into awakening and sensual notes of heliotrope, ylang ylang, rose otto, jasmine and water lily that lead to woody base notes of musk and sandalwood to create an aroma of understated nostalgic romance that is light enough for everyday use or evening wear.

Apple Blossom EDP Natural Spray® (30ml, £5.95 or 60ml, £7.95) – Beautifully encased in a frosted glass bottle, the signature fragrance of this sumptuous range is perfect to keep you smelling and feeling fresh throughout the day.

Apple Blossom Roll-On Perfume® (10ml, £2.50) – Petite and portable, this hand-bag sized perfume is perfect for keeping you refreshed and sweet-smelling throughout the day. Simply apply the easy-to-use roller-ball applicator to pulse points to achieve the ideal fragrance quick-fix and on-the-go freshness.

Apple Blossom Perfumed Body Spray® (75ml, £1.69) – Spritz your way to scented heaven with this light all-over body spray that offers a gentle effective deodorant as well as the fresh floral fragrance that can only be Apple Blossom.

Apple Blossom® Perfumed Roll-On Dry Deodorant (55g, £2.50) – This gentle, lightly fragranced roll-on deodorant has been specially formulated to offer all-day protection against wetness and odour. The quick-dry, no-stain formulation glides onto the skin keeping you ultra dry and feeling fresh all day.

Apple Blossom® Luxury Bath Soap (150g, £2.95) – This traditional soap tablet will leave skin feeling squeaky clean, conditioned and delicately fragranced from top-to-toe.

Apple Blossom® Bath & Shower Gel (200ml, £3.50) – Awaken your senses in the bath or shower by lathering-up with this luxurious foaming gel. Infused with the fabulous floral Apple Blossom fragrance, this scent-sational bathroom treat will leave skin cleansed and delicately fragranced and refreshed. Simply add to warm running water for a relaxing foaming bath or massage all over the body with your hands or a wet sponge for the perfect power shower.

Apple Blossom® Moisturising Body Lotion (200ml, £3.50) – Keep dry, de-hydrated skin soft and supple after a bath or shower by slathering it in this light, cooling body lotion. Skin will feel smooth and revitalised whilst delicately scented with a subtle hint of the Apple Blossom fragrance.

Apple Blossom® Body Dusting Powder with Puff (100g, £6.50) – Indulge skin in the ultimate after-bath or shower experience by treating it to a light dusting of this gorgeous, silky-soft fragranced powder. This new addition to the Apple Blossom family makes an elegant addition to any dressing table and comes complete with powder puff for the perfect application to gently absorb any excess moisture leaving a satin smooth finish to the skin.

Apple Blossom® Luxury Perfumed Talc (100g, £4.50) – Sprinkle skin with this fine, rich talc after bathing to mop-up any unwanted moisture and leave skin feeling soft and smooth, and lightly scented.

The ***Apple Blossom®*** collection is available from Alliance Pharmacies, Westgate Department Stores and selected Independent Pharmacies across the UK.

For further information about the ***Apple Blossom®*** collection please contact:

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Notes to editors:

- Customers wishing to find out more about the ***Apple Blossom®*** range and details of their nearest stockist should contact 01622 859898.