

# DECORTÉ

## AQ

**DECORTÉ Introduces AQ Eau de Parfum**  
**A Fragrance That Evokes Blossoming Flowers**



### **Inspired by 33 Years of AQ's Holistic Approach to Beauty**

For the first time in 33 years since DECORTÉ launched AQ, the premium line of skincare inspired by regenerative medicine and neuroscience, the brand is launching a new fragrance under AQ called **AQ Eau de Parfum**. AQ stands for the brand promise of Absolute Quality and embodies the concept of the ultimate in physical and mental relaxation. Two of the world's greatest female perfumers, Calice Becker and Carine Certain Boin, collaborated with the DECORTÉ team to bring this new scent to life.

The focus of **AQ Eau de Parfum** centers on Magnolia Champaca, which lies at the heart of the fragrance. It is a native tree to Southeast Asia that has powerfully fragrant flowers that can take up to fifteen years to bloom. Prized around the world, the Magnolia Champaca flower has been used for centuries in meditation and worship. And many cultures in these warm humid regions float the flower in a bowl to scent the home. It is known to create a serene atmosphere, and ultimately calm the mind and body to instill a sense of wellbeing.

**AQ Eau de Parfum** also features Queen of the Night and a Natural Sublime Rose Essence. The rose contains all the scented molecules from the living rose petals - those from the essential oil as well as from the rose water therefore ensuring there is no waste and that it adheres to environmental management and sustainable practices under For Life Certification.\*

#### **Key Notes:**

Top Notes: Citrus (Bergamot, Lemon)

Middle Notes: Floral (Magnolia Champaca, Rose, Queen of the Night, Magnolia)

Bottom Notes: Woody (Sandalwood, Patchouli, Sweet Musk)

#### **The Bottle Design:**

The glass bottles in two sizes were designed by renowned Dutch designer, Marcel Wanders, and emulate the transformation of the flower and the scent. The 100ml bottle symbolizes a fully bloomed flower with the cap design, and the 30ml bottle represents a small bud.

**Suggested Retail Price:** \$200.00 (100ml); \$95.00 (30ml)

#### **Availability:**

[www.decortecosmetics.com](http://www.decortecosmetics.com)

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\*Delivered by Ecocert, For Life Certification recognizes an organization's compliance with specific sustainability criteria, including transparency, environmental responsibility, fair working conditions and positive relations with producers and local communities. Ensures our environment and biodiversity protected and the minimization of water consumption.

#### **ABOUT THE BRAND:**

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, this luxury brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. DECORTÉ is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.