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MANDATE

Le Jardin
d'Amour

Le Jardin

THREE PEARS BRANDS EXPANDS ITS SKINCARE AND PERSONAL CARE FAMILY WITH THE ACQUISITION OF RAPPOR, MANDATE AND LE JARDIN FRAGRANCE BRANDS.

UK fragrance and skincare brand owners Three Pears Brands has acquired three classic fragrance brands from Universal Toiletries Corporation.

Rappor, Mandate and Le Jardin, previously distributed by Eden Classics, were sold to Three Pears for an undisclosed amount.

Head quartered in the UK, Three Pears Brands has again added to its growing skincare and personal care portfolio with the addition of these classic fragrances from the 70's and 80's. This is the third acquisition for the fragrance and skincare brand owner in 15 months, after recently acquiring the Blue Stratos brand from Parfums Blue in 2019 and Cyclax skincare in October 2018.

"The acquisition of these classic fragrance brands is very exciting for Three Pears." said Chairman Edward Dunn. "It further demonstrates our growing position in the global market for classic skincare, personal care, and now fragrance brands. We are able to leverage our international distribution and retail relationships to give these classic products a new lease of life, re-invigorate them and to introduce them to new global markets and to new potential and younger audiences through our established marketing channels, international customer base and distribution that reaches over 40 countries.

Dunn continues "These brands have a fantastic history and legacy and have their origins in some well-known fragrance houses. Rappor, for example has international acclaim and is very popular with stockists both here in the UK and overseas, as well as online. For Rappor, Mandate and Le Jardin we will ensure that we continue to develop them as a UK brands and will be making sure that all production going forward is UK manufactured in line with our desires as a UK brand House. It is important to us to keep UK manufacturing as an important part of our brand strategy."

Dunn added "Focusing on the acquisition and development of UK brands, our manufacturing expertise, together with our understanding of the international market and exporting - provides us with a major competitive edge when it comes to quality, price, innovation and service."

Three Pears Brands have a select portfolio of outstanding classic fragrances, skin care and personal care products, nearly 50 years in logistics systems and exceptional product presentation, customer and marketing support and has already become one of the fastest growing fragrance, skincare and personal care brand owners in the UK.

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Three Pears Brands currently have 12 world renowned and famous fragrance, skincare, personal care, and healthcare brands in their portfolio.

Three Pears Brands will be exhibiting at SPRINGFAIR NEC Birmingham 2-6 February 2020 Stand Hall 9 & 10 10C70-D71.

The Three Pears Brands family also includes the Cyclax 1896 skincare ranges, Nailoid Results, nail care and treatments, and Natural Classic Original Henna Hair Treatment Wax and dry shampoo and Blue Stratos fragrance and skincare. They are also the marketing and distribution arm for Playboy condoms and lubricants for the UK and Ireland.

See <https://www.threepearsbrands.co.uk/our-brands/>



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ABOUT RAPPORT

Rapport original red is an aromatic and spicy fragrance for men originally launched in 1988 by the Shulton company. Available as an Aftershave and Eau de Toilette in 50 and 100 ml with an accompanying collection for care.

Rapport is available in 3 key ranges, Original Red, Rapport Black and Rapport Sport, individually and as gift packs.

Rapport (original red) features top notes of Citrus, Sage, and Coriander with heart and floral notes of Geranium, Galbanum, Incense, Cardamom and Patchouli. Its' base notes include Musk, Oakmoss, Patchouli and Sandalwood.

Rapport combines aromatic freshness with sensual warmth to deliver a spicy yet seductive masculine fragrance.

ABOUT MANDATE

This popular men's fragrance and skincare brand was launched in 1975 by Shulton Inc., the creators of Old Spice and has a proven legacy in the men's grooming market.

Mandate is available as an Eau de Toilette in 50 and 100 ml with an accompanying body spray. It features top notes of Bergamot, Lavender, Rosewood, Rosemary and Clary Sage. Heart notes of Geranium, Clove, Cinnamon and Pine and with base notes of Cedar, Oak Moss, Tonka, Amber and Musk.

ABOUT LE JARDIN

Le Jardin is a feminine perfume launched in 1983 by the house of Dana as Max Factor Le Jardin. It is classified as a feminine scent and possesses a blend of soft fresh white flowers. It has a floral and crispy fragrance and is recommended for daytime wear.

Le Jardin is available as a 30 ml and 50 ml Eau de parfum, Body Spray, Hand & Body Lotion and a Shower Gel. Le Jardin can be described as having fresh, floral top notes of Bergamot, Mint and Tarragon with heart notes featuring Cyclamen, Magnolia, Tuberose, Iris, Jasmine, Ylang ylang, Lily of the valley, Rose and base notes of Sandalwood, Amber, Musk, Civet, Oakmoss and Cedarwood.

Le Jardin also features Le Jardin D'Amour which was launched in 1987 as an complementary fragrance to Le Jardin in contrast to Le Jardin's floral innocence and is scent for evening wear.

Le Jardin D'Amour features top notes of Bergamot, Fruits, Aldehydes, Palisander, Rosewood. Middle notes of Rose, Ylang-Ylang, Lily Of The Valley, Orris Root and base notes of Vanilla, Tonka Bean, Benzoin, Amber, Cedar, Musk and Sandalwood.

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Editors Notes.

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Three Pears was founded in 1973, supplying high volumes of branded and non-branded toiletries and household goods to independent retailers and market traders at competitive prices.

Today, Three Pears supply chemists, pharmacies, independent and national retailers and cash & carry outlets across the UK and retailers and distributors across 40 countries across the world.

With a large scale UK base in the midlands and a transport fleet of vehicles, Three Pears provide flexible access to products from its 100,000 sq.ft facilities via a trade mobile app linked to its cash and carry, internet sales, UK and overseas sales force and export logistics.

It is the size and scale of the Three Pears sales and logistics operation; their marketing and communications team as well as over 40 years' experience that position the business as ideal to develop the product ranges and distribution of Cyclax, Natural Classic, Blue Stratos, Playboy condoms and other brands.

The ranges include: **'MOISTURA'**, quality skin care products made to revitalise skin that needs improved moisture. Cyclax Moistura is a beautifully formulated anti-ageing skin and body care range including eye, hand and night moisturising creams and lotions, exfoliators, cleansers, and toners. Its key ingredients include natural plant oils, vitamin complex, natural plant extracts, collagen, and a peptide complex.

'NATURE PURE' is an infallible method of skin care, feeding skin natural ingredients to give a natural feel with a natural look and natural healthy skin.

Cyclax Nature Pure is a formulated skin and body care range blending natural ingredients to address all skin care needs including: night/day cream, facial scrubs, face and neck creams, hand and body lotions, hand and nail treatment cream, bath and shower gels, moisturisers and exfoliators. The Pharmacy Show 2020 will see the introduction of a range of 3 bar soaps, a 3600 moisturising and hydrating spray and 3 all new make up removal wipes.

Nature Pure's key natural ingredients include Certified Canarian Aloe Vera, Apricot Oil, Cocoa, Evening Primrose Oil, Green tea, Lavender and Vitamin E.

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The Cyclax **NATURE PURE** Canarian Aloe* range features Certified Canarian Aloe Vera, famous the world over and is acknowledged as having up to triple the amount of active properties compared to Aloe Vera from other areas of the world. Canarian Aloe Vera is a key ingredient in this soothing range of creams for face, hand and body.

* This range is not available for UK distribution.

Cyclax ultra-moisturising cream bar soap is now available in a range of three scents and formulations. Clean, soothing and moisturising Aloe Vera along with gentle, fresh, soft Coconut and a rich, cleansing and toning Cocoa Butter.

Cyclax Baby is a cost effective range of Baby bath, Lotion, Shampoo and Baby Oil, packaged to be a volume seller.

Cyclax Sun is a growing range with sun care products in development and testing for next year. (2021) Self tanning mist is available in medium and dark glow tones. A 150ml Aftersun spray is available in two Aloe Vera formulations and Aloe Vera Soothing Gel is available as a 100ml tube.

Natural Classic is the original Henna Treatment Wax with Pure Henna. Revitalises all types of hair, especially hair that has been damaged by bleaching, perming or tinting. Natural Classic also features a new pairing of Dry Shampoos available in either Original Clean and Refreshing fragrance or Exotic Blossom.

Clasicure is a new personal care brand with an Aqueous Cream, in a handy, mess free pump.

The recently acquired **Nailoid Results** brand has an established and unique heritage in nail treatments and nail care. The brand has been around for over hundred years and now offers some of the most modern and relevant formulations on the market today.

The rebranded 'Nailoid Results' range has been developed by nail care professionals to address every nail care, treatment and maintenance requirement to give both men and women strong beautiful, natural-looking, healthy nails.

Blue Stratots was acquired by Three Pears Brands in 2019 and range extensions are planned throughout 2020 with NPD already underway.

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“Blue Stratos Original Blue” is available in Aftershave, Eau de Toilette, Pre-electric Shaving Lotion, Shave Foam and a Deodorant Spray. Featuring the original classic scent that has been popular for 50 years.

Blue Stratos Original Blue is a classic masculine scent which features as a landmark fougere fragrance in the industry. (Fougere means ‘fern-like’ in French and describes one of the main fragrance families that also include Floral, Oriental, Woody, Chypre, Gourmand, Fruity and Citrus).

Blue Stratos Original Blue features top notes of Lime, Lemon, Petitgrain, Bergamot, heart notes of Geranium, Rose, Patchouli, Lavender, and base notes of Cedarwood, Vanilla, Amber and Musk and is a UK manufactured range.