

**FOR IMMEDIATE RELEASE**

## **THREE PEARS BRANDS CELEBRATES SUCCESS OF PHARMACY PRODUCT OF THE YEAR AWARD FOR LE JARDIN**

UK fragrance, personal care and skincare brand owners Three Pears Brands continue to develop on the strength of its brand portfolio with Le Jardin. Independent Community Pharmacist has awarded our classic, heritage scent, Le Jardin 'Pharmacy Product of the Year 2021'.

Originally launched in 1983 by 'The House of Dana' as Max Factor Le Jardin. The House of Dana was established in 1932 in Barcelona, Spain, by Javier Sierra, formerly with the Spanish perfume house of Myrugia and named after Danae, the mother of Perseus in Greek mythology. An alleged great beauty, Danae came to symbolize female beauty, and it is her representation that graced The House of Dana's logo.

During its 1983 launch actress, Jane Seymour embodied the fragrance's delicate scent. Dressed in a pink fairytale dress, emerging from an enchanted flower garden, Seymour speaks about love and romance and how Le Jardin to speaks about love, how romance can only be achieved in full force if you come on softly, just like Le Jardin.

Three Pears Brands Chairman Edward Dunn said, "We were invited to enter Le Jardin along with two other product lines into the Pharmacy Product of the Year Nominations. We selected brands that have stood the test of time and that have carved their market position within an increasingly competitive market. We have an excellent product range which is a testament to their consumers' goodwill.

Dunn continued, Three Pears Brands has now developed a strong heritage collection and has reformulated, rejuvenated and reimagined these Classic Scents from the 70s and 80s in line with company plans outlined last year".

The Independent Pharmacy Awards hosted by Independent Community Pharmacist was launched in 2010 and gives independent pharmacies the chance to pick what they regard as the most valuable products in various categories.

“Our nominations also included Blue Stratos and Rapport Original. We are absolutely delighted that one of our nominations, Le Jardin was selected as the winner by independent pharmacies across the UK.” Says Dunn.

Le Jardin can be described as having fresh, floral top notes of Bergamot, Mint and Tarragon with heart notes of Cyclamen, Magnolia, Tuberose, Iris, Jasmine, Ylang Ylang, Lily of the Valley and Rose and, base notes of Sandalwood, Amber, Musk, Civet, Oakmoss and Cedarwood.

Le Jardin is available as a 100ml Eau de Parfum and as a Le Jardin and Le Jardin d’Amour Day Night Set (30ml).

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

Three Pears Brands have recently acquired five key household consumer brands from Lornamead Group, Harmony, Stergene, Amplex, Leichner and Ingram. This acquisition adds to the current 16 world-renowned and famous fragrance, skincare, home, personal care, and healthcare brands in their portfolio.

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, Blue Stratos, Rapport, Mandate, Gold and Le Jardin fragrances and skincare. They are also the marketing and distribution arm for Playboy Condoms and Lubricants for the UK and Ireland.

-ENDS-

Editors Notes.

#### NOTES TO EDITORS

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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, Gold, Mandate, Rapport, 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.

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 number 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. (2022) Self-tanning mist is planned for 2021 in medium and dark glow tones along with a 150ml After Sun spray in two Aloe Vera formulations and Aloe Vera Soothing Gel is available now 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.

**Classicure** is a new personal care brand with an Aqueous Cream, in a handy, mess free pump and 70% alcohol hand sanitizer in a range of sizes from 100ml to 250ml.

Classicure Hand Cleansing and Sanitizing Gel is available in 300ml and 400ml flip top bottles and kills 99.9% of Bacteria with an alcohol content of 70%.

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. This range will be repackaged in 2021.

UK Classic Fragrances:

#### **About Gold**

Gold Aftershave Splash was originally launched in 1976 for those who "Go for Gold". Relunched in 1997, the brand represented the epitome of contemporary elegance.

Gold Aftershave Splash is a fresh blend of Lemon Bergamot, Lavender, Geranium, Basil, Clove, Patchouli and Nutmeg. Consisting of a lower oil concentration Gold Aftershave splash provides a subtle but sophisticated finish.

Gold Aftershave Splash creates a protective layer on the skin's surface acting as a barrier against the loss of natural moisture. Featuring Everniam Furfuracea, this fixative means Gold Aftershave Splash will have a longer scent life on your skin.

Gold is available in 100 ml bottles as Eau de Toilette, Aftershave Splash and Pre-Electric Shave Lotion.

### **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 50ml 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 50ml 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 a 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.

### **About Blue Stratos**

Blue Stratos was acquired by Three Pears Brands in 2019 and range extensions are planned through 2021 with NPD already underway.

“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, Patchoili, Lavender, and base notes of Cedarwood, Vanilla, Amber and Musk and is a UK manufactured range.