**FOR IMMEDIATE RELEASE**

**THREE PEARS BRANDS ADDS 1970’S GOLD EAU DE TOILETTE AND AFTERSHAVE SPLASH TO IT’S CLASSIC SCENTS HERITAGE RANGE**

UK Fragrance and Skincare brand owners Three Pears Brands has acquired Gold Aftershave Splash, Eau De Toilette and Pre-Electric Shaving Lotion. Three Pears Brands are re-launching this classic British Brand in rejuvenated bottles and packaging, all manufactured in the UK.

Gold Aftershave Splash was launched in 1976 by House of Yardley of London as Yardley Gold for those who “Go for Gold”. Gold features Top Notes of Basil, Lavender, Rosemary, Lime, Bergamot, Lemon, Middle Notes of Iris, Jasmine, Rose, Geranium, Nutmeg, Cove, Moss and Base Notes of Patchouli, Cedar, Amber and Leather.

Gold Eau De Toilette (EDT) is available now in 100ml Bottles, with Aftershave Splash and Pre-Electric Shave Lotion available in 2021. The Gold EDT is packed in retail Shelf Ready Packaging in sixes with a tester.

Headquartered in the UK, Three Pears Brands has again added to its’ growing Skincare and Personal Care portfolio with the addition of this Classic Fragrance from the 70’s. This is the fourth acquisition for the Fragrance and Skincare brand owner in 24 months, after recently acquiring Rapport, Mandate and Le Jardin, previously distributed by Eden Classics. Three Pears Brands have also acquired Blue Stratos from Parfums Blue in 2019 and Cyclax Skincare in October 2018.

“The acquisition of another Great British Fragrance brand is another positive step for Three Pears Brands.” said Chairman Edward Dunn. “Investing in and giving these Classic Brands a new lease of life, re-invigorating them to introduce them to new global markets and potentially a younger audience has so far proved successful with healthy UK and Export Sales.”

Dunn added, “focusing on the acquisition and development of UK Skincare and Personal 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, Skincare and Personal Care products. With 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.

Three Pears Brands currently have 13 World Renowned and Famous Fragrance, Skincare, 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, Natural Classic Original Henna Hair Treatment Wax, Dry Shampoo, 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 UK and Ireland.

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

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**About Gold.**

Gold Aftershave Splash was originally launched in 1976 for those who “Go for Gold”. Relaunched in1997, 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 skins 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 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.

**Blue Stratos** was acquired by Three Pears Brands in 2019 and range extensions are planned throughout 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.

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 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 and 70% alcohol hand sanitizer in a range of sizes from100ml 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 off 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.

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