

Beauty & Scents

A Publication of Alexander Perfumes & Cosmetics... "Where Your Beauty is Our Business"

The Summer Issue: "Dedicated to all that is new."

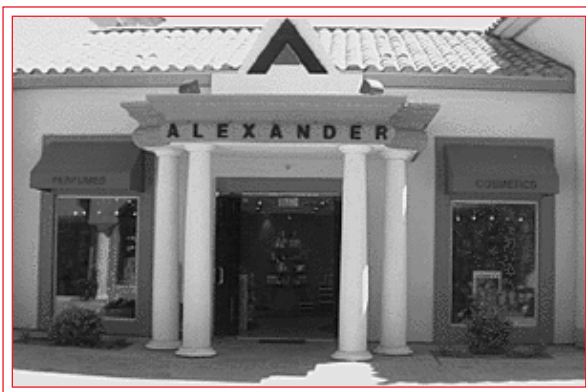
Many of you have not seen a current issue of "Beauty and Scents" in several months (ok, many months). So, when we say that this issue is dedicated to all that is new, we're not kidding! There have been so many wonderful product introductions, from fantastic new colors to tantalizing fragrances and more. So, where do we begin?

Let's begin with the best news of all. On Easter Sunday, Alexander Perfumes and Cosmetics opened their second location! Located at Lake Las Vegas Resort in the Montelago Village. Lake Las Vegas Resort is just 17 miles from the strip and a world away from its hustle and bustle.

Lake Las Vegas Resort brings together championship golf courses, world-class hotels, luxury residences, and impeccable services, all centered on a private 320 acre lake. Lake Las Vegas offers luxurious and carefree lakeside living. The old World Mediterranean-style design of the architecture and ambiance is reminiscent of old Italy and is a perfect complement to the warmth, light, and terrain of the

landscape.

Montelago Village is a Mediterranean-themed village with cobblestone streets, specialty shops and boutiques, waterfront cafes and restaurants, with plazas and luxury residential condominiums terraced into the hillside. White beaches, nearly a mile of lakeside walkways, and harbor-side boat docks creates a European atmosphere reminiscent of Italy.



Alexander Perfumes and Cosmetics in the Montelago Village at Lake Las Vegas Resort

Alexander Perfumes and Cosmetics - Montelago Village will carry most of the same product lines as La Jolla, with only a few distinct differences. You will be able to find the largest selection of Creed in North America, apart from the Creed store in New York. Furthermore, the Canadian spa line, Pure Living, has been brought in to spoil our "Lake Locals" in some very comfortable

suds! La Jolla will continue to be the place for the largest selection of fragrances (over 500!) and skincare and cosmetic lines (more than 20), but when you do get the urge for the Sin City, stop by and see us. You'll find nature's surroundings calming, and the shopping world-class. For more information call: 1-702-567-9903. Alexander Perfumes and Cosmetics, Lake Las Vegas Resort, 30 Via Brianza #110, Henderson, NV 89011.

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New Scents for Everyone

Man.Aubusson is a fragrance of distinction. Classic, modern and powerful. The fragrance is comprised of neroli, lavender, bergamot, rose leaves, jasmine, geranium bourbon, musk, mysore sandalwood, vanilla and amber.



Mania by Armani for the man seeking a discreet and classic signature scent. It is the essence of Armani, a true symbol of elegance and sensuality. A classical freshness built around a sensual amber-woody accords.



Sensi by Armani is the fragrance for women - like light kashmir - an oriental romance with italian spirit. A blend of acacia, kaffir lime, orgeat, jasmine, vanilla and palisander. A fragrance that is warm like love.



Amarige d'Amour is fresh and luscious twist to the classic Amarige fragrance. Composed of fruity-floral notes including: tangerine, sweet pea, black currant, sandalwood, jasmine, rose, and amber. A fun fragrance for daytime wear.



Eau d'Amouage for women is a deep and sensual fragrance. Created for the woman who revels in her femininity. Made of notes of mango, peach, papaya, peony, magnolia and amber.

A unique approach to Sun Care - by Phytomer

The research laboratories of Phytomer have formulated a new generation of adaptive sun care products. They wanted to make sure that you could safely tan and still receive the pleasure and benefits of specific products, no matter if you are concerned with moisturizing, slimming or anti-aging properties.

Therefore, every line within Phytomer now has sun care. Accept for sensitive skin, OgeAge for anti-aging benefits, Hydra for moisture, and Body Declic for slimming. Also, each sun care product is formulated with Cytoprotectine, a natural ingredient that helps your skin from premature cutaneous aging. Additionally, each suncare product has UVA/UVB protection and Phytomer's powerful marine ingredients.



The entire sun care line ranges from a sun tan oil SPF4 to an anti-aging cream SPF30. It also includes after sun products and self tanners.

A Parade of Color

Christian Dior is debuting several new products this spring and summer. "Dior-Show" Mascara, "I Love Dior" Lip palette and Dior's new 5-Color Eyeshadows have already enjoyed fabulous popularity and have now become part of the existing color line. And just around corner, for you lipgloss fans, "Ultra-Gloss Extreme Shine Lipgloss" in fun new shades. This lipgloss is a non-sticky, non-greasy and long-lasting formulation with a SPF 8. Also be sure to come in and try the new "Dior Addict Glitter" and "So Cheek" in five new shades. "So Cheek" provides a natural cheek glow in a small jar - it is luminous, bright and pure. Another new look for Dior are their "Eyeshadow Pencils". That's right, eyeshadows in pencil form and waterproof! Four shades: Dune, Canyon, Nevada and Sahara - these colors start from soft beige to dark brown. And finally, at the end of this parade of color, Dior introduces their newest formulation of bronzing powders: "Terra Bella". Lightweight in texture, these sun powders will give you a Healthy Look, a Light Tan, or a Bronzed Tan. Choose your color and have fun with it!
(The full Christian Dior line is available in La Jolla, only).

To Order: www.BeautyAndScents.com

HIMALAYA BY CREED

For more than 240 years, Creed has created some of the most impressive fragrances in the world. Himalaya is Creed's latest masterpiece.

An homage to peace, world peace and inner peace, and the serenity found at the world's tallest mountain peaks, the Himalayas. Created by Olivier Creed, an avid mountain climber, Himalaya continues Creed's centuries-old tradition of unisex scents. And like the mountain range itself, this fragrance is inclusive of seeming contradic-



tions—named for the home to the Hindu gods, Himalaya comes in a silver bottle inspired by a titanium-metallic color Jaguar. Yet both are their own types of perfection.

The fragrance itself blends the cool, cleansing scents of mandarin and grapefruit with warmer sandalwood, amber, pepper, and tonka musk.

Available in the traditional 4.0 oz and 2.5 oz bottles, and now in a travel 1.0 oz size.

Ever dream of restoring your skin's original brightness and transparency?

Yes? Good! Valmont Laboratories has the perfect radiance duo for you. An unmatched combination of serum and cream, formulated with active ingredients, will allow your skin to regain its original brightness.

Known for their cell regenerating and highly moisturizing properties, HP DNA and RNA are combined with Vitamin C, Licorice and Lemon Extract to smooth and firm your skin and give it transparency and uniformity.

Use the Radiance Serum, after cleansing and toning, in the morning and night. Follow with the Radiance Cream at night and use your regular Valmont moisturizer in the morning.



Marc and Michael want to spoil their women in the powder room.

Fashion designers Marc Jacobs and Michael Kors are going to keep you wanting more and more of their fragrances and products.

Marc introduces his Body Polish, a natural sea salt exfoliator - his Aqua Glow, a moisturizing bath cream - his Hydrating Body Mist, a lighter version of his original scent - his Shimmer Body Powder and his Solid Perfume Compact.

While Michael introduces his Glimmer Body Cream, Anti-Perspirant Stick, and his Suede Perfume Compact for his original scent - he also feels that enhancing his original fragrance with Mandarine Orange and Bergamot will be more delightful during the hot summer months - just ask for Michael Sheer.

New European shipments just arrived.

A whole new series of purse and travel atomizers has just arrived, colors including black, silver, and gold - in a variety of sizes and shapes. Furthermore, our much anticipated shipment of spectacular cosmetic bags and make-up cases has also arrived from Italy and Germany. Come early for the best selection: suede bags in rich colors, straw beach bags, and unique makeup cases, prices starting at \$13.50!

To Order Call 1-800-326-1632

Pure Living Spa Products

100% pure essential oils. 100% pure vegetable oils.

Our largest organ in our body is the skin. It tells the story of our lives. And is the reflection of our overall health. It tells the world if we are stressed, tired, or maybe overworked. And, our sense of smell is more powerful than the sense of taste. Aromatherapy from plants, when inhaled or absorbed into the skin can bring changes in our psychological conditions. Pure Living brings you some exciting spa products to help calm, refresh, detoxify or energize your sense and your skin.

Enjoy **VITA-OXYGEN** - blends of Juniper, Cedar, and Pine - Aromatherapy that is detoxifying, mind clearing and oxygenating.

Enjoy **VITA-FRUIT** - blends of Orange, Lemon - Aromatherapy that helps to refresh, nourish, and energize the sense.

Enjoy **Lavender & Chamomile** - Lavender, Linden and Thyme - Herbalcure that is soothing, calming and relaxing.

Enjoy **Green Tea & Ginger** - Ginkgo, Bamboo and Lotus - Herbalcure that is balancing, restoring and revitalizing.

These Pure Living spa line are available in soapbar, foaming bath, bath salts, body lotion, body cream and candles. This spa line is a wonderful idea to stock your guest bath room prices ranging from \$6 to \$30!

NEWSFLASH: Rene Furterer's Hairspray

Missing your Aquanet? Now, you can get a nice big size of Rene Furterer's new hairspray in an aerosol can. It's an instant hold finishing spray, that make re-styling easy and without stiffness. Vitamin B5 prevents de-hydration and theAnatide Complex provides a transparent shine. Try it! \$26.

Cartier's Sizzling Summer Scents

For this summer, Cartier has reinterpreted the perfumed gestures of the past: Eaux Fines in So Pretty and Must for ladies, and Eaux Genereuses in Declaration, Pasha and Must for men.

Each fragrance remains true to its original composition (top, middle and base notes), but have been "splashed up" a bit.

In So Pretty, notes of mandarin and neroli are introduced, and in Must (ladies) galbanum and mandarin. For \$95, you receive a generous 5 ounce bottle, making both these fragrances "Eaux Fines".

In the meantime, the men's fragrances, "Eaux Genereuses", also got some cooling notes. In Declaration, notes of mint and juniper - In Pasha, there is coriander and sage - and in Must, you'll find Brazilian Orange and Sicilian Lemon. Here too, a generous 5 ounce bottle will allow you to splash your entire body, and this at a very cool \$70!



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Now open in Las Vegas!