

INTRODUCING BEYONCÉ'S FIRST FRAGRANCE

# BEYONCÉ HEAT

catch the fever

Beyoncé is a visionary. Trendsetter. Global icon. Empowering role model. Her unique style is a blend of sexy chic elegance. The Renaissance woman of the decade, Beyoncé has conquered music, films and fashion. She has been recognized for her measurable contributions to the global community with her humanitarian efforts.

Now, that very essence of her confidence, style, spirit and sex appeal has inspired a premiere fragrance...

**Introducing Beyoncé Heat...launching in February 2010.**

A captivating fragrance that unleashes a spirited fire within. A heightened sense of self with a racing pulse...**feel the heat.**

"My fragrance is a unique expression of a woman's powerful sensuality," said Beyoncé. "The scent thrills and enthralls, drawing you in. At the same time, it is elegant and feminine with an air of mystery. I created this fragrance for self-assured women everywhere, for women who are not afraid to desire and to be desired."

## **Beyoncé Heat: The Fragrance**

An alluring, modern fragrance, *Beyoncé Heat* embodies that compelling spirit. This floral, fruity, woody perfume features rare, sensual flowers and is both feminine and irresistible.

The fragrance opens with a radiant floral bouquet of magnolia, neroli and red vanilla orchid balanced with a kiss of luscious blush peach. At its heart, almond macaroon, sweet honeysuckle nectar and crème de musk combine to create an exquisitely sensual experience. Finally, warm and sexy notes of giant sequoia milkwood, tonka bean and amber linger to seduce the senses.

Truly memorable, like the woman who inspired it, *Beyoncé Heat* exudes passion and ardor. Discover the fire within.

## **Beyoncé Heat: The Style**

Red carpet glamour and a world-renowned fashion sense are celebrated with her first signature fragrance... *Beyoncé Heat*.

*Beyoncé Heat* is presented in a stunning glass bottle, blending desire with sophistication to create a powerful, sexy, stylish statement. The bottle's curvaceously rounded base narrows to a sleek, squared neck, with the red gradient effect giving the impression of a fire burning from within.

For the ultimate touch of luxury, the top of the bottle is edged with a gold band, inscribed with the words "**Beyoncé**" and "**HEAT**," and topped with an opulent cap.

The sleek carton features a hammered, textured effect for a multi-sensory experience. The bold tones of fiery red, gold and black combine for an eye-catching design you can't ignore. On the sides, we find the emblematic B for Beyoncé, framed by ornate, feminine brocades with a glossy black finish.

## **Beyoncé Heat: The Campaign**

The arrival of *Beyoncé Heat* will set the world on fire. Accompanied by a sultry and passionate global advertising campaign, this fragrance is sure to set temperatures soaring.

The television ad, directed by **Jake Nava**, visually depicts the transforming effect of the fragrance and intensifies Beyoncé's natural sensuality. Jake Nava has directed the groundbreaking Beyoncé videos "Single Ladies," "If I Were a Boy," and "Beautiful Liar." "Single Ladies" was the top nominated video at the MTV Music Video Awards and won the 2009 "Video of the Year."

Shot by Michael Thompson, the print advertisement reveals a stunning image of Beyoncé that seems to radiate heat. Her glowing skin, her silky red dress - the sexiness is all in the details. Both the TV and print advertisements feature the compelling tag line, "CATCH THE FEVER."

Irresistibly radiant, undeniably sexy, *Beyoncé Heat* ignites the passion inside us all. It's time to turn up the heat.

### **About Coty Inc.**

Coty was created in Paris in 1904 by François Coty who is credited with founding the modern fragrance industry.

Today, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 90 markets worldwide.

The *Coty* brand portfolio includes **adidas, Astor, Baby Phat, Balenciaga, Calvin Klein, Celine Dion, Cerruti, Chloé, Chopard, Chupa Chups, David and Victoria Beckham, Davidoff, Esprit, Exclamation, Faith Hill, GUESS, Halle Berry, Home Skin Lab, Jennifer Lopez, Jette Joop, Jil Sander, JOOP!, Jovan, Karl Lagerfeld, Kate Moss, Kenneth Cole, Kylie Minogue, La Cross, L.A.M.B. fragrance by Gwen Stefani, La Voce by Renée Fleming, Lancaster, Marc Jacobs, Miss Sixty, Miss Sporty, Nautica, Nikos, N.Y.C. New York Color, Phat Farm, Pierre Cardin<sup>1</sup>, Playboy, Rimmel, Sally Hansen, Sarah Jessica Parker, Shania Twain, Stetson, Tim McGraw, Tonino Lamborghini, Vera Wang, Vivienne Westwood and Wolfgang Joop.**

Coty and Puig Fashion and Beauty S.A. have a strategic partnership for the distribution of the perfume lines of **Nina Ricci, Carolina Herrera, Prada, and Paco Rabanne** in the United States and Canada.

For additional information about Coty Inc., please visit [www.coty.com](http://www.coty.com).

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# BEYONCÉ HEAT

## Fact Sheet

*The debut fragrance by Beyoncé, Beyoncé Heat is irresistibly sexy and seductive. This modern, feminine scent with floral, fruity and woody notes delivers an unforgettable experience that blends elegance, passion and desire.*

## CATCH THE FEVER

### Fragrance Notes

Top notes: red vanilla orchid, magnolia, neroli, blush peach  
Heart notes: honeysuckle nectar, almond macaroon, crème de musk  
Base notes: giant sequoia milkwood, tonka bean, amber

### The Collection

Eau de Parfum 1.0oz/ 30ml	\$39.00*
Eau de Parfum 1.7oz/ 50 ml	\$49.00*
Eau de Parfum 3.4oz/ 100 ml	\$59.00*
Gold Sparkling Body Lotion 6.8 oz/ 200ml	\$24.00*

*\*All prices noted are Suggested Retail Price*

### Availability

February 2010: US, Canada and Latin America

August 2010: Europe, Middle East, Far East and Australia

### Creative Team

Perfumer: Claude Dir & Olivier Gillotin from Givaudan  
Packaging: Lutz Herrmann Design

Advertising Agency: Laird + Partners

Print Photographer: Michael Thompson

TV Ad Director: Jake Nava