



LADUREE BEAUTE

Ladurée Beauté is expanding its product range with four new fragrances,
Rose, Violet, Tea and Bonbon,
flavours that have always inspired the company's pastries.

These feminine, delicious-smelling scents have led
Ladurée to imagine the *Lady at Her Dressing Table* of a bygone era,
those intimate moments in more romantic times
when the senses were exalted to create the feelings necessary
for the development of our imagination.

Romanticism with Rose and Violet,
two tremendously poetic flowers symbolising grace, love and delicacy,
is the running thread of this new collection of scented products.
These flowers caress the skin with all their virtues with airy, delicate,
luscious-smelling, hydrating textures.
This scented collection, which includes a body cream, hand cream,
precious body oil, water for the face, bath salts and bath powder,
adds a nostalgic fragrance to the entire line.



LADURÉE BEAUTE

The collection honours two delicious-smelling new scents:

Tea and *Bonbon*, which usher in a new line of foam bath products and shower gels based on Rose, Violet, Tea and Bonbon.

They come in generous, clear 500-ml bottles featuring arabesques, letting the products' lovely colours and pearly sheen show through.



*The new Beauty Collection will be available from September 2009
at Ladurée in Burlington Arcade Gallery*



THE ROMANTIC COLLECTION

ROSE

Of all the flowers, the rose is first in our hearts.
In Antiquity the voluptuous rose was dedicated to Aphrodite,
the goddess of love and beauty,
and worshipped by the Greeks and Romans.
Since then, the rose has participated in the secrets of beauty.
Its delicate scent has inspired love;
it allows us to travel but above all it makes us beautiful.

For this new collection,
Ladurée has chosen the scent of a blooming,
slightly sweet-smelling Indian rose,
a rose that evokes femininity and delicacies,
a fragrance with sweet, sugary notes, perfect for a waking dream.

Rose body cream (100 ml)

This rose body cream is as smooth and delicate as a caress. Its fragrance leaves the skin feeling extremely soft. It moisturises, softens and nourishes the skin and is perfect for enhancing the body's beauty.



THE ROMANTIC COLLECTION

ROSE

Rose hand cream (100 ml)

Generous and delicate, its light pink colour unveils all its softness. Rich, moisturising and protective, it treats your hands and perfumes them with the subtle, powdery scent of rose flowers.

Rose precious body oil (100 ml)

This silky, velvety oil with the sweet scent of rose is a very moisturising treatment. It leaves the grain of the skin satiny and velvety.

Rose water for the face (100 ml)

This translucent, slightly coloured water is a gentle, refreshing source of pleasure. It purifies the skin and leaves it smelling like roses.

Rose foaming bath (500 ml)

A water with a pearly sheen for an immersion in pleasure, a moment of absolute relaxation in a field of roses that leaves a sweet, floral scent on our skin.



THE ROMANTIC COLLECTION

ROSE

Rose Shower Gel (500 ml)

The sweet, refreshing foam with a pink pearly sheen leaves the skin feeling soft and pleasant.

Rose Bath Salts (400 g)

These translucent, iridescent salts gently melt in water and leave the skin soft and fragrant for a moment of exquisite softness.

Rose Bath Powder (200 g)

An airy, tender, velvety rose powder that sprinkles the bath water with an intense tenderness and leaves a delicious-smelling, floral scent on the skin.



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THE ROMANTIC COLLECTION

VIOLET

History has attributed wonderful virtues to the violet,
which symbolises faithfulness in love.

Marie-Antoinette made this delicately scented flower fashionable in the 18th
century but it did not become very popular until the 19th-century reign of
Napoleon III, becoming the symbol of the Regime.

Ladurée's charming violet collection with powdery notes explores
all the powers of seduction.

Violet body cream (100 ml)

This parma-coloured body cream delicately scented with violet leaves a
subtle fragrance with floral violet notes on the skin. The smooth violet
cream moisturises the skin, protects it from the elements and gently
nourishes it every day.

Violet hand cream (100 ml)

This smooth, delicious-smelling cream with the sweet scent of violets is a
hand moisturising treatment. It protects and repairs while leaving an
exquisite violet scent on the skin.



THE ROMANTIC COLLECTION

VIOLET

Violet precious body oil (100 ml)

This transparent, delicately scented oil wraps the skin in a rich, hydrating, protective, non-greasy veil. It leaves the skin soft, smooth and scented.

Violet water for the face (100 ml)

This slightly tinted purifying water for the face is delicately applied to the skin. When you go to bed at night, it removes impurities and leaves the skin soft and clean.

Violet Foaming Bath (500 ml)

A relaxing, iridescent bath with a pretty violet colour and a delicate, floral, delicious-smelling scent. It leaves a seductive scent of violet on the skin.

Violet Shower Gel (500 ml)

This gentle gel with creamy, refreshing, iridescent foam leaves a floral scent of acidulated violet on the skin.



THE ROMANTIC COLLECTION

VIOLET

Violet Bath Powder (200 g)

A soft, opalescent emulsion, a dip into a bath of softness, lightly coloured, perfect for a moment of absolute relaxation, a little breath of fresh air in a field of violet flowers.

Violet Bath Salts (400 g)

These translucent, iridescent bath salts melt into the bath water, turning it a lovely violet colour for a restful sensation of well-being. They wrap the skin in a light, deliciously-scented veil.



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THE GOURMET COLLECTION

Bonbon and tea are two delicious-smelling scents that beckon you to a world of indulgence.

Bonbon is a unique, nostalgic scent that recalls childhood and memories of our grandmothers' colourful, sticky sweets.

Its sweet, tangy and tender scent mixes orange blossom and candy floss.

Tea is a more masculine, spicier, woodier fragrance.

Its invigorating scent awakens the senses and stimulates your energy.





THE GOURMET COLLECTION

BONBON

Bonbon Foaming Bath (500 ml)

Its tangy scent is an immersion in iridescent, delicious-smelling water. It is soft and leaves the skin wrapped in a delightfully sweet, unusual veil.

Bonbon Shower Gel (500 ml)

Its tangy, creamy, iridescent foam awakens our sweet tooth and leaves a cloud of candy floss on our skin.

TEA

Tea Foaming Bath (500 ml)

Amber-coloured and slightly iridescent, it smells like rich, smoked Chinese tea. Its scent leaves an invigorating fragrance on the skin for a refreshing sensation.

Tea Shower Gel (500 ml)

Its amber foam is scented with bracing, stimulating smoked tea. It awakens our senses for instantaneous well-being.