



TOUS

GEMS POWER

The earth gifts us extraordinarily shaped rocks; precious, special, unique and valuable stones which make us feel good and fill us with happiness with their colour and clarity.

Precious stones are fascinations of nature, charms which allow the hands of jewellery experts to carve the gems and convert them into jewellery of an immense value. They are called 'precious' because they are exceptionally rare and difficult to find. They are precious because of their colour, their shine, their strength, and all of this allows the GEMS to have a special POWER.

We all enjoy wearing a precious stone. It makes us feel good, special, full of positive energy. A necklace, a ring, those fabulous pendants which make you feel phenomenal...

TOUS EAU DE TOILETTE has prepared a special edition this year which reveals the power of these stones, and has transformed this power into a wonderful fragrance with the colours and power of precious gems: TOUS Gems Power.



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The design

TOUS Eau de Toilette has chosen the colours of the rare Watermelon Tourmaline stone for its special edition.



The Tourmaline is a quirk of nature which takes a bright, joyful green tone and blends it into an intense, cheerful pink. And all in a single gem! Which has now been converted into the bottle of our fragrance.

The white box featuring striking gems, with a slight shimmer, reveals a big secret: these gems hold great power and are present in this fragrance, **TOUS Gems Power**.

The TOUS bear and the name of the fragrance stand out in bright gold and when opening the box, the first thing to be found is the traditional lid of the TOUS Eau de Toilette and the TOUS symbol, in Watermelon Tourmaline pink.

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The fragrance

The perfumer Adriana Medina, from Givaudan, sculpted this Eau de Toilette gem. A fragrance with many carats, from the Fruity Floral Musk family.

“A fresh and cheerful scent with notes of exotic fruits, white flowers and a touch of white musk which provides a subtle delicacy in the base of the fragrance.”



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The fragrance



Olfactory family: FRUITY FLORAL MUSK

Top notes: Italian Bergamot, Orpur Italian Mandarin, Granny Smith Apple, Orpur Red Berries.*

Heart notes: Yellow Peony, Indian Jasminum Sambac Extract (Orpur).

Base notes: White Musk, Amber, Vanilla And Atlas Cedarwood Oil (Orpur).

**Orpur is a certificate of excellence awarded by Givaudan Laboratories to the best raw materials.*

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The image



GEMS POWER

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A cheerful, fresh and carefree face who is secure in the knowledge that the power of the gems is in their hands.

Precious stones make us feel special, they surround us in a different aura because they have the power of transforming the simple into the unique.

TOUS
JOYEROS DESDE 1920



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