

SHOCK-IN-SCENT

Concept & Target

Impetuous, unique, provocative. the new twin launch by Police goes beyond a new frontier, thanks to a **total color decoration with strong and vitaminic nuances.**

Electric blue for him and **Ultraviolet for her**: the two bottles have a brand-new personality in line with one of the most state-of-the-art trends **exalting vitality, energy and astonishment of modern life** using block-colour accessories.

The two bottles create a visual pan with a strong and eye-catching impact exalting their future-oriented style.

These new products open a new dimension in the Police universe thanks to their strong identity, creating a world dedicated to brave and fearless men and women transmitting **charisma and determination** with the outfit and perfume they wear.

Packaging

The bottle with the iconic studs completely **changes its identity** with a **mono-colour opaque finishing.**

Ultraviolet for her: **colour of the year**, expression of **mystery and femininity** with seductive, intriguing and cryptic nuances.

Electric blue for him: a vibrant colour conveying **virility, energy and power.** The daring crown of studs of the cap is further exalted with violet and blue metallic nuances, strengthening their **jewel aspect**, the precious element completing the bottles with an unforgettable outfit.

The box recalls the iconic shape of the bottle creating a link with the first launch and recalling the colour of the new creations. the pattern full of studs and metallic reflexes create a captivating play of lights **donating appeal to the whole creation.**



SHOCK-IN-SCENT for Woman – FLORIENTAL, GOURMAND, WHITE FLOWERS

Juicy bergamot and bittersweet almond combine for an enchanting top fragrance. The narcotic bouquet of white flowers, exotic ylang ylang and creamy jasmine make for a beautiful blooming heart. Comforting notes of powdery orris softens the golden combinations of warm amber and sweet honey as dark patchouli rounds the scent off to a delicious feminine scent.

Top: Bergamot, Almond Bitter Heart: Jasmine, Ylang Ylang, White Flower;
Bottom: Floriental, Gourmand, White Flowers, Ambery, Powdery.

SHOCK-IN-SCENT for Man – FOUGÈRE, WOODY, SPICY

Energizing lemon, tangy grapefruit, earthy cardamom and stimulating pepper combine perfectly for a spicy citrus top that awakens the senses.

The empowering notes of aromatic lavender, cool peppermint, and fresh, leathery birch leaves are rooted with woody notes such as strong cedarwood.

Deep patchouli, addictive tonka bean and animalistic musk, warmly envelope the striking yet sensual fragrance in the base.

Top: Lemon, Grapefruit, Cardamom, Pepper
Heart: Birch Leaves, Lavender, Peppermint, Blonde Woods, Cedarwood
Fondo: Patchouli, Legno di Sandalo, Semi di Tonka, Musk.

Advertising

A passionate embrace charges the atmosphere of sensuality and waiting.

The fragrance blends with their bodies becoming one with the skin.

POLICE SHOCK-IN-SCENT, THE UNEXPECTED FRAGRANCES.



The Range:

- Eau de Parfum for Woman/for Man 30 ml €24,00
- Eau de Parfum for Woman/for Man 50 ml €34,00
- Eau de Parfum for Woman/for Man 100 ml €44,00