

SUPER PLAYBOY

**ARE YOU READY TO UNLEASH
YOUR POWERS OF SEDUCTION?**

Playboy reveals the New Super Playboy Collection For Him & For Her

“You are a Playboy and you have extraordinary powers. You enter a rooftop party. Here’s what could happen...”

Playboy launches super-sexy, super-charged **Super Playboy**, its new blockbuster fragrance and body care collection.

Super Seductive Fragrances

Ready to unleash your powers of seduction? The *Super Playboy* line-up stars two addictive fragrances, *For Her* and *For Him*. One spritz and you’re in sensational *Super Playboy* mode! Normal dating rules no longer apply.

For Her, a fragrance with the power to make him fall at your feet:

- 🐰 First, a bar-style blend of a margarita cocktail, an energy drink and mandarin captures his attention... super-fast!
- 🐰 Second, exotic paradise flower, sweet freesia and the utterly mouth-watering amour en cage has him hooked.
- 🐰 Check-mate: Sensual amber and sexy musk seal the deal... Now you’re in his dreams forever! That poor guy never had a chance!

For Him, a super-seductive fragrance with the incredible power to turn the chat-up routine into a mere formality...

- 🐰 First, an unexpected explosion of sparkling bergamot, juicy red apple and spicy black pepper gets her attention... super-fast!
- 🐰 Second, an incredible, addictive heart allying the warmth of cinnamon, pineapple’s fruity freshness and a soft lavender touch irresistibly draws her to you... she can’t resist!
- 🐰 Then the finale: a subtle blend of wood, amber and patchouli ensures Super Playboy reaches his target... Every time!

Super Alluring Design

Designed for international men and women of mystery, the *Super Playboy Eau de Toilette* bottles are ultra-modern and ultra-desirable. The fragrance *For Her* is presented in a black and pink cityscape carton that exudes exclusive glamour. A sexy, zipped bunny's head hints at a seduction where *you* call the shots. Inside, discover a voluptuously-rounded bottle filled with hot fuchsia juice, topped with black bunny ears. A bright pink bowtie completes the powerful, feminine look.

Perfectly befitting a *Super Playboy*, the squared-off bottle *For Him* has a cool, masculine feel. Electric blue juice shines against a city backdrop to create a contemporary, vibrant look. Complementing the bottle, the carton features a dramatic black and blue cityscape, overlaid with a sophisticated silver bunny head that oozes self-assured elegance.

Super Irresistible Body Care

Every Super Playboy knows their powers of seduction also depend on a great fragranced body care routine!

The Shower Gels

For Her, discover a deliciously-fragranced, hydrating *Shower Cream* that makes skin feel super-soft and silky. *For Him*, experience a multi-tasking, full-body *2 in 1 Shower Gel + Shampoo* with a mysterious woody fragrance.

The Deodorants

Even the busiest super seducers will feel ready for anything with the 24-hour protection and exhilarating fragrances of *Super Playboy Deodorants*. The deliciously-scented deodorant for women is presented in a sexy, feminine, dark fuchsia pack; whilst the male version has an invigorating, warm, woody smell and electrifying dark blue pack.

Now PRESS TO PLAY and get ready for some serious action!

Super Playboy Fragrance and Body Care range

Super Playboy Male 100ml EDT: £9.95

Super Playboy Male 150ml Body Spray: £2.23

Super Playboy Female 50ml EDT: £9.95

Super Playboy Female 75ml Body Spray £2.03

Available Nationwide now

For further information samples or images please contact the Coty Press Office on:

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