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Boots.com wins exclusive launch of new Boss fragrance

Boots.com win exclusivity period for the eagerly awaited new Boss fragrance, Boss Pure

/24-7PressRelease/ - March 28, 2008 - The health and beauty online retailer boots.com has won an exclusivity period for Boss Pure, the new men's fragrance from the designer Hugo Boss. Boss Pure which is being launched in the UK at the end of March will initially only be available through Boots online.

[Boss Pure](#) is described as a subtle, sophisticated and delightfully fresh fragrance, reminiscent of the rush of moving water in nature alongside fizzy Mediterranean citrus fruit notes. Fig water provides the top note, the heart of the fragrance has a floral clarity with notes of lily and hyacinth, whilst the base note is composed of the wood massoia, emphasising the masculine character of the fragrance.

The packaging for Boss Pure was inspired by the modern interpretation of an urban wall of water and resembles the light-reflective surface of water by combining glass and metal. The range incorporates ten lines including Eau de Toilette in 30ml, 50ml or 75ml, an Aftershave Lotion available in either 50ml or 75ml, a Shower Gel, Deo-Stick, Deo-Spray and Aftershave Balm.

Ged Studart, Fragrance Buyer for boots.com said, "We are really excited to have gained exclusivity for this new men's fragrance. [Boss](#) is a highly desirable and successful name in the world of fragrance; to have been granted this exclusive launch period is indicative that boots.com is considered a leading fragrance retailer, amongst both online stores and on the high street."

[boots.com](#) currently stocks over seventy fragrance brands, including many celebrity and designer names.

The exclusive launch of Boss Pure follows on from several other highly successful launches including Diesel Fuel for Life and Gucci by Gucci.

About Boots

Boots is the UK's leading retailer of beauty products, including [mens fragrances](#) and health products, with thousands of products from prestigious brands, as well as exclusive brands that can't be found anywhere else in the UK, either on the high street or online.

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