



The new **Lenor Inspired By Nature** collection of fabric conditioners delivers long-lasting freshness with scents that celebrate the simple power of nature. The collection was developed to provide a refreshing, nature-inspired moment of calm for the 76% of people who say they dream of spending more time outdoors\*.

**These authentic fresh scents offer an escape from the chaos of daily life by enveloping senses in scents inspired by nature.**

- The calming properties of the top three spaces cited as “happy places”—the beach (69%), a garden (60%), and at home (60%)\*—are captured in three unique scents:
  - **Deep Sea Minerals** is a calming, soothing scent with aquatic elements in the head notes.
  - **Silk Tree Blossom** is a reinvigorating scent, inspired by the honeyed Persian silk tree flower. Warm woody elements deliver a smooth feel.
  - **Shea Butter** is a nurturing scent inspired by the extract of African Shea Tree nuts. A mix of warm notes including white musk and amber create a velvety, rich signature on clothes.
- In close partnership with leading trend and perfume houses, Lenor identified two trend themes—Simplified Life and Irrepressible Nature—which were used to develop fragrances.
- The scents are specially designed to provide long-lasting freshness and the feel-good factor of nature with Lenor’s Scent Bubbles, which release scent throughout the day when clothes are rubbed.

\*Consumer data was collected via an online survey administered to a nationally representative sample of 1,004 people in the UK. The survey was commissioned by P&G Fabric Care for the Lenor Brand and conducted by Bilendi, December 16-20, 2016.

## **About Lenor Inspired By Nature Technology:**

- The scents were developed in state-of-the-art sensory and perfume research labs by a perfumer who chose from over 4,000+ ingredients to create an “artistic impression” of a mood or environment. There are only a few hundred trained perfumers in the world, of which around 10% work at P&G.

## **Availability**

New Lenor Inspired By Nature is available at retailers across the UK and France.

## **Contacts**

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