

For Immediate Release

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## **A game-changer perfume - J'Adore Parfum d'Eau**

Dior Beauty breaks the limitation of perfume manufacturing, launching the first alcohol-free and water-based fragrance.

**NEW YORK (Aug. 29, 2022)** – The freshness of orange blossom, the sunny notes of sambac jasmine, and the velvety sense of magnolia. The combination of three florals created Dior's iconic J'Adore fragrance in 1999. In 2022, Dior reinvented a new alcohol-free fragrance, J'Adore Parfum d'Eau, a flanker to its classic J'Adore perfume. Christian Dior Inc. is excited to announce our first alcohol-free perfume will be available in all Dior Beauty boutiques, counters, and online stores on Sept. 1, 2022.

J'Adore Parfum d'Eau is an alcohol-free and water-based fragrance with no reduction of scent duration. The company manufactures its unique formula through its patented nano-emulsion process, which involves integrating floral oils with high concentration and water under high pressure. The final form of J'Adore Parfum d'Eau is an airy and milky white colored juice with a dreamy blend of flower scents, creating a feeling of floating through an orange blossom field.

Giuseppe Sperandio, the director of international press and PR CDC and corporate communications, claims the new fragrance enhanced Dior's pioneering position in beauty brands. "It was thought to be impossible to make perfume without alcohol. Yet, Dior defied all odds to break the limitation, creating a water-based fragrance with no reduction in scent duration. It also demonstrated Dior's determination to cover the potential customers with skin sensitivity problems." He believes the new product will be a piece of good news to perfume lovers with an alcohol allergy.

According to a perfumes and associated allergens review conducted by Dr. Rajendra Prasad Government Medical College (DRPGMC), the findings show as following:

- A perfume constitutes about 15–30% of solvent, which includes 2% water and 98% alcohol
- 4.5% of European adults have a contact allergy to one or more fragrances

- About 75% of patients with positive patch tests from fragrances may not be aware of their allergy
- The number of females having an allergy to fragrances is four times more than that in males
- Most patients aged between 20 to 55

Christian Dior was the designer of dreams. In founding his House in 1947, marked by the revolution of the New Look, he metamorphosed his reveries into wonderful creations. His visionary spirit never ceased to make Clients all over the world feel more beautiful, an inspiration for his successors to this day. Christian Dior Couture, the House of Dreams, is recognized for its French heritage & vibrant culture sublimating its unique Savoir-faire and Creativity through empowering "metiers d'art". Our Maison is a destination for sustainable growth & success where we shape the future of our Talents in a positive, authentic & generous environment. We bloom & deliver excellence with passion, determination, courage & optimism to offer meaningful & daring codes.

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