



THE NEW SCENT FOR MEN

WHAT IT IS:

Usher VIP is a state of mind, where smart is sexy and intelligence rules the day. It's having presence and the confidence to make an impact. To understand the power of hope; to unify and defy the odds; to lead not to follow. Be your own **VIP**.

Usher VIP the new fragrance for men.

USHER VIP:

Eau de Toilette

Experience the immediate sensuality of a signature woody fragrance warmed by spices of nutmeg and exotic saffron. Constructed around a rich suede note, fresh clean bergamot, tangerine and kumquat exude the confidence of a gentleman at ease in his own skin.

After Shave Soother

Finish your shave on the right note with Usher VIP After Shave Soother. This light-weight gel emulsion conditions and calms the skin with rich shea butter and refreshing aloe.

Shower Gel

Turn the everyday into the exceptional with Usher VIP Shower Gel. Formulated with glycerin and panthenol, this ph-balanced shower gel conditions and cleanses, leaving skin refreshed with a scent of spice, rich suede and fresh citrus.

Deodorant

Go the extra mile with Usher VIP deodorant. This alcohol-free solid stick with Vitamins A, C and E glides on keeping skin fresh all day.

**SUGGESTED
RETAIL PRICE:**

Eau de Toilette Spray 3.4 fl. oz./100ml	\$65.00
Eau de Toilette Spray 1.7 fl. oz./50ml	\$50.00
After Shave Soother 3.4 fl. oz./ 100ml	\$40.00
Shower Gel 6.7 fl. oz./ 200ml	\$25.00
Deodorant 2.6 oz./75g	\$16.00

AVAILABILITY:

Department stores nationwide end of September 2009

Contact:

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