

GIN TONIC®

GIN TONIC® has its beginnings back in the wild 70s. In 1978, **GIN TONIC®** entered the fashion scene and created a fashion spirit that had often seemed incompatible before – casualness merged with the desire to be well-dressed. With its real statements, **GIN TONIC®** has decisively influenced the casual wear trend. Always natural, self-confident and one-of-a-kind: **GIN TONIC®** stylishly symbolizing joy, liveliness and a powerful energy that now also flows into the world of lifestyle fragrances.

The motto “**Look Good. Feel Good. Be Good.**” says it all: **GIN TONIC®** stands for naturalness and self-confidence. A true feeling of well-being comes from positive energy and enjoying life. Powerful, fresh and positive – this is also reflected in the brand's orange color. The **GIN TONIC®** brand radiates tangible energy and feel-good vibes. Then as now.

GIN TONIC® is now entering the world of fragrances, with the very same joie de vivre and nonchalance: **GIN TONIC® Original 78** is a tribute to the brand's heritage and tradition. The fragrance collection for men and women epitomizes the perfect balance between classic and modern. With a variety of fragrances, ranging from fresh and fruity notes, to warm and sensual accords, **GIN TONIC® Original 78** offers a wide selection that is sure to suit every taste and every mood.

THE WORLD OF FRAGRANCES OF GIN TONIC® – Original 78

GIN TONIC® Original 78 Black Man

The fougère-ambered fragrance **GIN TONIC® Original 78 Black** opens with an elegant top note of tangy mandarin, fresh lemon and spicy cardamom. A whiff of davana rounds off the refreshing opening. At the heart, fragrant orange blossoms are accompanied by aromatic coffee and intense patchouli. Warm cedar wood rounds off the heart note, giving the composition its unmistakable depth. Warm and woody accords of fir balsam, dry woods, ladanum and musk in the base note merge to create an unforgettable finish.



Fragrance family:
Fougère Ambery

Top note:
Tangerine, Lemon,
Cardamom, Davana

Heart note:
Orange Blossom,
Coffee, Patchouli,
Cedar Wood

Base note:
Fir Balsam,
Drywoods,
Ladanum, Musk



Fragrance family:
Woody Aromatic

Top note:
Cardamom,
Carrot, Sage

Heart note:
Iris, Vetiver,
Palo Santo

Base note:
Cedar wood,
Musk, Vanilla

GIN TONIC® Original 78 Blue Man

GIN TONIC® Original 78 Blue comes from the woody-aromatic fragrance family. The top note surprises with spicy cardamom, gently blending with refreshing carrot and aromatic sage. In the heart note, the natural sweetness of iris blends with earthy vetiver nuances. The accord is surrounded by a hint of exotic palo santo, lending the fragrance a light, positive aura. The base note reveals a warm and seductive blend of cedar wood, soft musk and sweet vanilla, which rounds off this fragrance composition with unmistakable elegance.

GIN TONIC® Original 78 Gray Man

This amber-woody creation by **GIN TONIC® Original 78 Gray** opens with top notes of refreshing bergamot and grapefruit, which combine with the spicy warmth of cardamom and fruity juniper berries. Spicy accords of cinnamon, delicate lavender and violet leaf unfold in the heart note, adding subtle sensuality and perfectly balancing the ambery composition. The harmonious base note captivates with a four-note harmony of vetiver, creamy vanilla, warm sandalwood and golden amber, giving the creation a brilliant finale.



Fragrance family:
Ambery Woody

Top note:
Bergamot, Grapefruit,
Juniper Berry,
Cardamom

Heart note:
Cinnamon, Lavender,
Violet Leaf

Base note:
Vetiver, Vanilla,
Sandalwood, Amber

GIN TONIC® Original 78 Pink Woman

GIN TONIC® Original 78 Pink belongs to the chypre-floral fragrance family. The top note combines the exciting spiciness of pink pepper with the sweet freshness of pears and blackcurrants. A truly enticing, sensual mélange. The heart note is an irresistible, lingering bouquet of delicate roses, exotic jasmine and fragrant violets. The heart is further refined by fruity nuances of juicy raspberry, lending the composition its soothing softness. The sensual base note envelops the skin with a blend of earthy-sweet musk and patchouli, breathing an exciting spirit into the creation.



Fragrance family:
Chypre Floral

Top note:
Pink Pepper,
Pear, Black
Currant

Heart note:
Rose, Jasmine,
Raspberry, Violet

Base note:
Musk,
Patchouli

GIN TONIC® Original 78 Purple Woman

GIN TONIC® Original 78 Purple seduces with a floral-musky composition. The top note opens with attractive whiffs of addictive pear and mysterious incense. This accord is enveloped by the juicy sweetness of blackcurrant and invigorating bergamot. In the heart note, seductive jasmine blends with juicy peach and earthy patchouli to create an opulent scent that stays on in the memory. The base note combines nuances of musk, tonka bean, sandalwood and intense vanilla to create a long-lasting four-note harmony.



Fragrance family:

Floral Musky

Top note:

Pear, Incense,
Black Currant,
Bergamot

Heart note:

Jasmine, Peach,
Patchouli,
Gourmand

Base note:

Musk, Tonka Bean,
Sandalwood, Vanilla

GIN TONIC® Original 78 White Woman

The elegant floral-musky fragrance by **GIN TONIC® Original 78 White** opens with an invigorating top note of bergamot, tangy lemon and fruity blackcurrant, which is accompanied by ozonic notes. A rich prelude that lingers on for a long time. The heart note unfolds an authentic blend of extravagant roses, delicate geraniums and exotic lotus, reminiscent of summer garden in bloom. The surprising, long-lasting base note is a harmonious interplay of sweetly-tart sandalwood, warm musk and powdery incense. A fragrance for all self-confident women in search of a unique scent.

Fragrance family:

Floral Musky

Top note:

Bergamot, Lemon,
Black Currant, Ozonic

Heart note:

Floral transparent,
Rose, Geranium, Lotus

Base note:

Sandalwood, Musk,
Powdery Incense



THE DESIGN OF GIN TONIC® ORIGINAL 78

To launch its first fragrance collection, **Original 78**, in an authentic way, **GIN TONIC®** uses a high-quality, rectangular bottle with a thick glass base. The bottle's edges are harmoniously complemented by the gentle curves of the cap. The natural feel-good effect is emphasized by a cap edge in classic **GIN TONIC®** orange. The twisted logo on the edge of the bottle reflects the modern-casual signature of **GIN TONIC®**.



GIN TONIC® Original 78 is the new fragrance collection that combines modern design with vegan fragrance formulas to create a harmonious overall concept. **GIN TONIC®** is close to nature and always expresses the love of individuality.



GIN TONIC® Original 78 – Pricing overview:

Eau de Toilette, 50 ml, 7,95 €*
Eau de Parfum, 50 ml, 7,95 €*
**recommended retail price*

Available in drugstores **from September 2024.**

Digital image and text material are available
for free download: www.beautypress.de

Press Contact:

concept & communication GmbH & Co. KG • Brückenstraße 34/1 • 73037 Göppingen
Tel. 07161 / 60683-0 • Fax 07161 / 60683-22 • info@concept-communication.de