



beauty

## La Petite by Aptar Beauty + Home on behalf of Amo, the new Ferragamo fragrance

There is a way of applying perfume to match any personality, culture or occasion. Aptar Beauty + Home is always inventing new application methods, with sprays ranging from the traditional to the ultra-sensory.

Today, Salvatore Ferragamo has chosen Aptar to offer the ideal spray for its new fragrance, a bold and rebellious Floral Oriental.

### An unmistakably chic spray

In its quest to enrich the perfuming experience, Aptar Beauty + Home, the world leader in dispensing solutions for perfumery and cosmetics, has created La Petite, an ultra-compact system: the visible height is minimised and the body of the spray hidden. High-end technology that delivers an extremely fine and even spray.

This discreet, elegant and epured new-generation spray, with a gentle and linear actuation, also benefits from **total olfactory neutrality: the metal never comes into contact with the perfume.**

### A prestigious collaboration

La Petite proves to be the ideal companion for pragmatic consumers who apply their perfume quickly and effectively in a few seconds. Which exactly matches the profile of the Amo Ferragamo woman, the new fragrance launched by the Italian brand. Young, adventurous and free-spirited, she is ready to seize every opportunity that the world has to offer, and leave her mark. She takes risks, seduces, and her lively and instinctive way of applying perfume is just like her...



### Applying perfume, a new lifestyle approach

Initiated by Aptar Beauty + Home, the Ritual Codex is being enriched with new expressions. From now on, you can try **blankybalming**, **hair-misting** or **patchoulizing**... And to stay bang on trend, become a **Sniffster** or leave your **DNO** wherever you go.

Discover the guide to these rituals at: <https://theritualcodex.tumblr.com/>

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