

DOLCE
by Aptar

THE ULTIMATE
INTERPRETATION
OF A PERFUME
SPRAY BY APTAR



DOLCE, THE ULTIMATE INTERPRETATION OF A PERFUME SPRAY BY APTAR

2020 will see the time-honored rituals of fragrance reinvented, transcending the norms and inflaming new emotions. Dolce by Aptar brings a moment of pure delight and luxury to the ancient and universal rituals of perfumery

A BREAKTHROUGH INNOVATION

The challenge? Upend the codes of perfumery and luxury to create new pleasure sensations, all the while respecting the olfactory integrity of the fragrance composition to enable the expression of its purest soul. The response is a prodigy of pioneering technology in the art of perfume diffusion. Dolce. A daring process that introduces hearing, smell and touch to phenomena which are subtle, rare, precious and, until now, unknown.

REINVENT THE FRAGRANCE EXPERIENCE

After five years of research, Aptar, world leader in fragrance dispensing systems, reimagines the gestures and sensations of perfumery to respond to the new desires of consumers. Dolce by Aptar is the most advanced technological interpretation of the "spray" diffusion system available today. A new experience, an exceptional sensory proposition which delivers one into new dimensions of pleasure. Gentle in the extreme, the emotion intense, silent grace and precision, absolute luxury.

DOLCE BY APTAR A NEW AMBASSADOR FOR PERFUME

Resulting from the combined expertise of Aptar and Medspray, Dolce is more than a spray; it reveals the complete soul of the perfume captured in a bottle by restoring the juice inside to its authentic self. An unprecedented technological jewel which offers the perfume a stunningly beautiful journey to the skin; with Dolce, the perfume does not simply vaporize... it travels!

DOLCE, A MAJOR INNOVATION

With a traditional spray, the perfume passes through a nozzle that has a single channel for delivery, and which pulverizes the fragrance in a "layer" on to the skin. With Dolce, the perfume travels through dozens of channels in the nozzle, diffusing it on to the skin with micronized precision and finesse. An exultant gesture which facilitates the harmonious expression of all the facets of the perfume.

"The exultation of a perfume always comes from the way it travels from bottle to skin..."

FOR INFINITE PLEASURE...

DOLCE REINVENTS THE PERFUME SPRAY RITUAL

Depending on the duration and force of pressure exerted on the pump, the Dolce system facilitates dosing of the perfume, thus adding deeper personalization to the perfume ritual. The length of the spray can be up to ten times longer than a classic spray. Oh, time stand still... pleasure à la carte!

TO EACH FRAGRANCE ITS OWN RITUAL

For a unique journey of the senses, Aptar Beauty + Home has developed targeted solutions for its clients – from the most classic sprays to the most sensory, alternative gestures – the work of dedicated craftspeople that only serves to amplify the gestures of fragrance.

DOLCE, REVEALING THE SOUL OF FRAGRANCE

The luxury of silence

Diffuser... of luxury.

The fragrance expresses itself with finesse and delicacy on the skin, deposited silently, voluptuously and without a damp sensation. It is the discovery of a subtle, multisensorial feeling, a perfumed signature with the restraint and elegance of the true codes of luxury.

Diffuser of softness.

If Dolce was a tangible item, it would be the finest of golden veils. Its ultra-fine diffusion system sifts each droplet to the extreme, creating a nebulous, enveloping and shimmering mist. As soft as? The flutter of eyelashes against one's cheek.

Diffuser of scent...

not of alcohol! Dolce delivers the fragrance so softly to the skin that the usual perception one has of alcohol upon diffusion totally disappears. Nothing hampers the wearer's experience of the fragrance itself.

Diffuser of intimacy...

and sensations. The finesse of the mist delivered by Dolce enhances the affinity between fragrance and skin, which combine intimately for an immediate sensory awakening. Skin, fragrance and olfactive delight, the osmosis is perfect, the experience between oneself and the fragrance rich, subtle and intense.

Diffuser of a pure essence.

With finesse and precision, the Dolce technology does not hurl the fragrance but instead handles it as a precious elixir, delivering it carefully and smoothly to the skin. Respectful of the perfume, it offers a true and detailed experience of each note, valuing all its facets, celebrating the harmony of the olfactive composition and revealing it in all its glory. The perfume exults.

DOLCE

by Aptar

Aptar's vocation is to create dispensing packaging systems, which improve the lives of millions of consumers and patients around the world.

Passionate teams develop innovative solutions based on cutting edge technology across three segments: Beauty + Home, Food + Beverage and Pharma. Aptar Beauty + Home covers a large array of application areas such as perfumery, cosmetics, skincare products and household products.

PRESS RELATIONS

Marine SIMON
MATAHARI Agency
m.simon@rpmatahari.com
+33 1 42 65 06 53

Leslie PERSONNAT
Aptar Beauty + Home Communications Manager
leslie.personnat@aptar.com

Aptar 
beauty + home