

# INUNE

by Aptar

THE NEW SPRAY  
COLLECTION

MY FRAGRANCE,  
MY RITUAL, MY PLANET



FROM A TIMELESS CLASSIC  
TO A MULTI-SENSORIAL EXPERIENCE:  
**INUNE, A NEW COLLECTION OF  
REFILLABLE AND RECYCLABLE  
FRAGRANCE SPRAYS\***

Applying ones fragrance is a personal and intimate moment. In fact, there are 1,001 ways to apply fragrance depending on your personality, culture, season or even occasion.

Your fragrance ritual is a sensorial and memorable experience significantly shaped by the spray.

With the INUNE Collection, Aptar Beauty + Home offers four unique sprays through one platform: From a timeless classic to a multi-sensorial experience, each fragrance has its own ritual. The eco-conception allows for interchangeability and refillability solutions for our partners.

*\*spray and glass bottle can be recycled together in the glass stream dependent upon local recycling capabilities.*

*«INUNE confirms our strong prestige fragrance spray offering,»  
«Our teams have skillfully combined their extensive fragrance expertise in ritual gestures, perfume neutrality and integrity, luxury design and technology. All of which take our planet into consideration, in line with our circular economy approach, this new collection offers refillability or recyclable solutions for our partners»*

**Xavier Joseph,  
Vice President Global  
Marketing and Innovation,  
Aptar Beauty + Home**

INUNE GESTURES

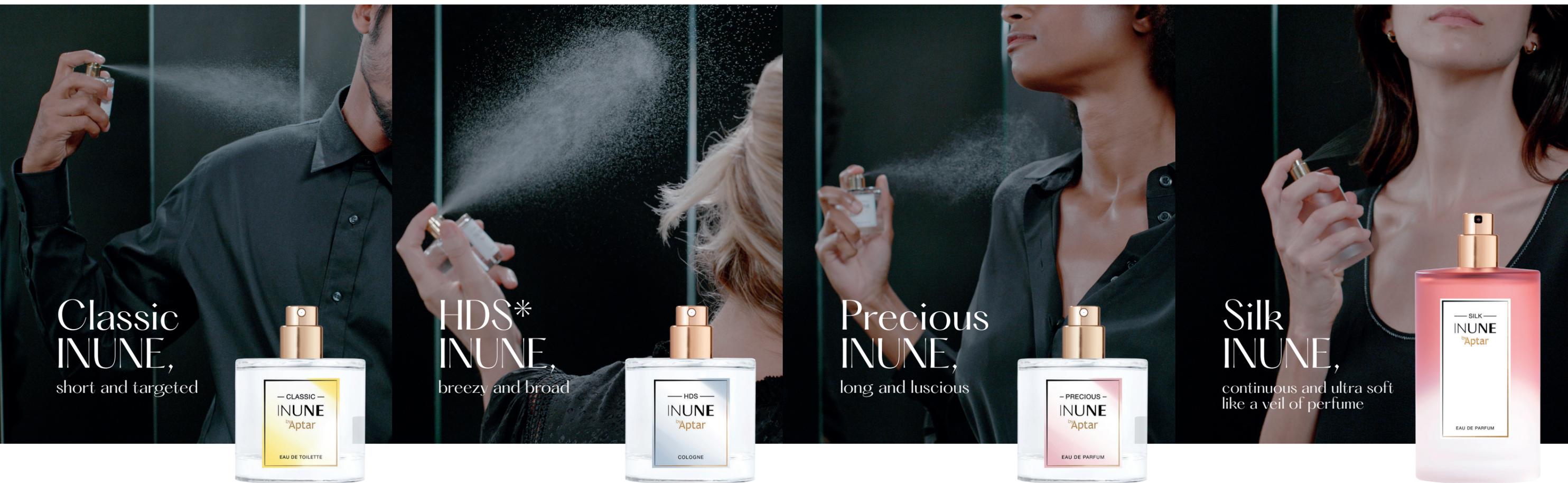
# EACH FRAGRANCE HAS ITS OWN RITUAL

INUNE presents 4 moments, 4 gestures to make the perfume vibrate on your skin, depending on your personality.

«The IFF fragrance «Wood Delight» by perfumer Celine Barel, was chosen for the exclusive creation to illustrate the beautiful sensorial experience of INUNE. This sensual fresh woody scent is a clean, “for me” fragrance with hesperidic and watery topnotes as well as sandalwood and fig notes for a soft, skin like sensorial touch»

Judith Gross, VP Communication and Branding, Scent, IFF

iff



Classic  
INUNE,  
short and targeted



HDS\*  
INUNE,  
breezy and broad



Precious  
INUNE,  
long and luscious



Silk  
INUNE,  
continuous and ultra soft  
like a veil of perfume



*Persona: the fragrance for active lifestyles*

**Applying perfume is part of one's daily routine.**

What does one expect from our perfume? Effectiveness and straightforwardness. A targeted application on the neckline or «décolleté». The spray should be as precise and clean as it is quick.

*Persona : the fragrance with high definition*

**Perfume is essential in life, as necessary as green tea or morning coffee, an absolute condition to feel good about ourselves.**

What does one expect from our perfume? Meeting our own standards: that it can be ultra-fine, sophisticated and provide instant freshness while diffusing olfactory notes delicately and generously on the skin.

*Persona : the highly personal fragrance*

**The perfume is a voluptuous embrace.**

What does one expect from our perfume? That its mist is enduring, enveloping, languorous, that it captivates attention.

*Persona : a whispering fragrance, both delicate and soft, for an intimate moment*

**Applying perfume is an intimate gesture.**

What does one expect from our perfume? That it lasts, to be able to savor the incredibly self-satisfying moment when the perfume meets the skin, to imagine the alchemy, to be able to embrace this moment, to appreciate the delicacy of the fragrance as it reveals itself like a silky veil of senses.

*\*high definition spray*

## A UNIQUE PLATFORM FOR MULTIPLE FRAGRANCES

Every detail in INUNE's **design is in line with luxury codes**: classic and discreet, its height has been minimized and its mechanism is completely invisible.

INUNE follows an **environmentally friendly approach**: POM-free and 10% lighter than the alternatives on the market, it is perfectly suited for refillable perfumes. For optimal recycling, one can leave the spray on the perfume glass bottle and place it in the glass recycling stream (subject to local capabilities).

In addition, it is designed to meet the Centre Technique International de l'Embouteillage verre et PET (CETIE) market standards so that the spray is

easily and interchangeably screwed onto any glass bottles following those norms.

*«We were an active stakeholder at CETIE (Centre Technique International de l'Embouteillage verre et PET) on the screw norm definition due to our expertise in the fragrance category for the past 20 years»*

**Elisabeth Salom L'Ancien, Global Fragrance Business Development Director, Aptar Beauty + Home.**

It ensures a total olfactory neutrality as no metal components are in contact with the perfume.

With its particularly gentle action and its collection of 4 sprays, INUNE ensures a rare quality of applications, diffusions and an unequalled level of sensoriality for the end user.



### About Aptar Beauty + Home

Aptar Beauty + Home is part of AptarGroup, Inc. (NYSE: ATR) a global leader in the design and manufacturing of a broad range of drug delivery, consumer product dispensing and active material science solutions. Aptar's innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home, food and beverage. Using insights, proprietary design, engineering and science to create dispensing, dosing and protective technologies for many of the world's leading brands, Aptar in turn makes a meaningful difference in the lives, looks, health and homes of millions of patients and consumers around the world. Aptar is headquartered in Crystal Lake, Illinois and has 13,000 dedicated employees in 20 countries. For more information, visit [www.aptar.com](http://www.aptar.com)

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