

UNITED COLORS
OF BENETTON.



#WEARECOLORS

The new fragrances for man

TWO NEW COLORS JOIN THE PALETTE
OF DIVERSITY THAT IS THE ESSENCE
OF BENETTON'S DNA

#WEARECOLORS

We live in a world filled with prejudice, labels and borders. But rather than give into them, we choose to face up to them and **celebrate our differences**. Color does not define who we are, nor where we are from. Color is an **attitude**. A **feeling**. A **state of mind**.

Today, a **color revolution** is taking place. A revolution of people who want to live in a world where **diversity** prevails. Because a world of diversity - a world filled with color - is a **better world**.

COLORS
DE BENETTON

/ A REVOLUTION THAT BELONGS TO EVERYONE



The Colors fragrance collection, originally designed for a feminine audience, continues United Colors of Benetton's color revolution with the launch of two new masculine essences: Colors Man Blue and Colors Man Green. Two fragrances that are both fresh and yet different. And which reaffirm, through the diversity of their accords that a world of color, of contrasts, of the infinite ingredients that inspire the imagination... is a much better world.

The time has come for everyone to join the revolution.

COLORS
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/ THE FRAGRANCES

Benetton's color revolution takes us this time to a masculine terrain with two new fragrances: Colors Man Blue and Colors Man Green.

Sensual, intense and masculine

Colors Man Blue is pure diversity itself. The youthful, masculine fragrance is characterized by its **profound freshness**, with **citrus** top notes of lemon, tequila and birch. Watermelon and coriander notes add a fruity tone, with aromatic musk accords revealing the more **sensual side** of the perfume.

The color blue transports us to cool, fresh, marine environments, and emerges at the heart of the essence with the appearance of juniper for extra **vitality**, blending again with the **robust, intensely masculine** coriander accords.

The perfume closes with a clear aroma of earth and woods, with a base freshened by essence of vetiver. A diversity of colors and ingredients that infuse the fragrance with sensuality and tranquility.



OLFACTIVE NOTES

TOP NOTES

Citrus and Green Freshness
Lemon, Tequila, Birchwood

HEART NOTES

Fruity, Musk
Coriander, Watermelon

BOTTOM NOTES

Marine, Woody freshness
Haiti vetiver, Juniper, Coriander

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Fresh, elegant and engaged

With its diverse palette of aromas and essences, **Colors Man Green** is both fresh and spicy. The blend of top notes bring a hint of floral freshness provided by bergamot, black pepper and spicy coriander, creating a sensation of **citrus tones counterpoised with hot spices**. This gives way to **aromatic accords** of myrtle before reaching the final notes of sensual amber and, as with Colors Man Blue, a fresh base of vetiver and cedarwood. The more color there is, the greater the diversity.



OLFACTIVE NOTES

TOP NOTES

Citrus and spicy

Bergamot, Black pepper, Coriander

HEART NOTES

Aromatic

Myrtle, Cypress

BOTTOM NOTES

Amber and woody

Cedar, Vetiver

COLORS
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/ THE BOTTLES

Painting diversity

The cylindrical form of the fragrances' bottles evokes a can of **graffiti spray paint**, an allusion to the fact that colors not only represent diversity and reflect reality, but also carry an intention to **demonstrate... to change the world**. The design culminates in stylish metallic tops and the subtly **embossed logo** of United Colors of Benetton.

With its transparent blue color and white lettering, the Colors Man Blue bottle conveys the **marine freshness** of the fragrance. In contrast, the crisp green of the Colors Man Green bottle with its bold red letters evoke the perfume's blend of **citrus and spicy** accords, and the woody notes of the base.

The **outer packs** play on the same colors as the bottles, highlighting the Benetton logo on the side and with lettering that contrasts perfectly with the background.

Two designs in which colors are the protagonists. Colors that speak for themselves and which open the door onto **celebrating a world of diversity. Every day.**

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