**KUWAIT**

**INTRO:**

Dear <First Name>

Fragrance can uplift a mood, stir the soul, refresh the senses and create an environment of pure well being. At Ajmal, we lay great importance on using the best blends to create the best a perfume can offer. We understand the worth of feeling good and living in a space that springs good fragrance. To uplift your mood and revive your senses Ajmal is here with yet another beautiful fragrance.

Also, with the latest offers you can add the best fragrances to your collection.

**News:**

**OUDH MALIKI COLLECTION**

**A collection so enticing, you will feel like in heaven.**

COPY: Oudh Maliki is an absolutely mesmerising collection crafted only with the best offerings by Ajmal. This mesmerising collection has best of the best fragrances by Ajmal specially made with finest resources for the enthusiast who appreciates rich and royal taste.

Pure Dahn Al Oudh from India and a special Mukhallat with premium quality rose fragrance make it a treasure not only for Ramadan or Eid but for all seasons. The collection also boasts two EDPs- the classic Dahn Al Oudh Moattaq and a special Mukhallat which can transport you to a serene nature trail. Also, there is a pure Oudh from India and the iconic Oudh Mubakhar crafted by experts using Ajmal’s super fine technique. With such a grand combination of scent you can surely make your loved ones Eid truly special. After all, Eid is an occasion to show how much your family and dear ones mean to you. And, what better gift than a fragrance that will leave long lasting memories of good times.

Offers:

**It’s time to make your loved ones smile twice as much by winning double points.**

Ajmal always has a surprise package for its members and here again it’s time to maximise the thrill of wearing the best perfume ever. Purchase Sacrifice for Her EDP & Sacrifice for Her Gift Set and earn double points. While the offer will last from July 15th to October 15th, be sure the fragrance and the sweet memories will last much longer.

**Now, Aurum comes with double the pleasure**.

Buy the most popular & legendary fragrance Aurum EDP or Aurum Gift Set and win double points this season to make Eid truly auspicious for you and your loved ones. Just like the fragrance the offer is irresistible starting from 15th July up until 15th October.

**Ajmal One TIP:**

Dos and Don’ts of storing your perfume

DOs

Do Keep Perfume Bottles Away From Direct Light, Do Store Perfume at a Consistent Temperature, Do Keep Perfume Away from Humidity

DONTs

Don't Open and Close Perfume Excessively, Don't Shake Perfume Bottles, Don't Store Fragile Bottles on High Shelves, Don't Expose Perfume Bottles to Heat

**UAE**

**INTRO:**

Dear <First Name>

As Just as Ramadan brings with it the goodness of piety and prayer, it also marks the celebration of Eid. Eid brings with it loads of auspicious blessings and bounties, and Ajmal wishes you all a life fragrant with good health and prosperity.

On this divinely festive occasion where everything is pure and godly we introduce some beautiful scents to create a heavenly aura all around you.

**News:**

**Mall Al Shamka is more fragrant than ever as Ajmal sets foot for the 53rd time.**

Now, you can visit Ajmal at Mall Al Shamka inAbu Dhabi and experience a whole lot of fragrances and revel in the divinity of perfume. Known to create the best fragrances, Ajmal shall always leave you feeling elated and happy.

Address & phone no-

Unit RF120, First Floor

Mall Al Shamka

Abu Dhabi – UAE

Ph: 025669261

Offers:

**A good fragrance can earn you double points and a second glance, too.**

Copy: While you earn double points on purchase of Bling Noir, you will realise that it’s more than just about points. This special fragrance is for the woman who makes her own rules. It’s a fantasy wrapped in alluring notes of rose, spice and wood. Rather, one could call it a concoction to draw you into paradise. Rather a fragrance that shall set those around you ablaze with admiration. Bling Noir is not only charming, but completely irresistible in style and poise. Go; get their senses on fire while you cast your magical spell.

The offer lasts from 15th July to 15th Oct but with a combination so strong, the fragrance will leave its impression forever.

**‘Maymun is’ set to give your senses a double boost.**

D/O Maymun will get you double points for sure. But more certainly it will transport you toa world of purity and traditional fragrance crafted with real agarwood from India and Cambodia that forms the heart of Arabic culture. A symbol of sheer magnificence and sophistication, Maymun is truly enthralling to the soul and the senses. Maymun not only marks a strong and unique personality of the wearer, but it sparks a story about the wearer that is more mysterious and even more enticing.

This offer is from 15thJuly to 15th Oct, but be sure; the impact will last much longer.

**Ajmal One Tips**

Wear your perfume well

If you are already wearing perfume it may confuse the olfactory senses if you blast something else over your wrist and smell. Don’t try more than three at a time it can be overwhelming.

If you want to cleanse your olfactory palate take some coffee beans in your handbag and sniff them in between trying your perfumes- this resets the nose!