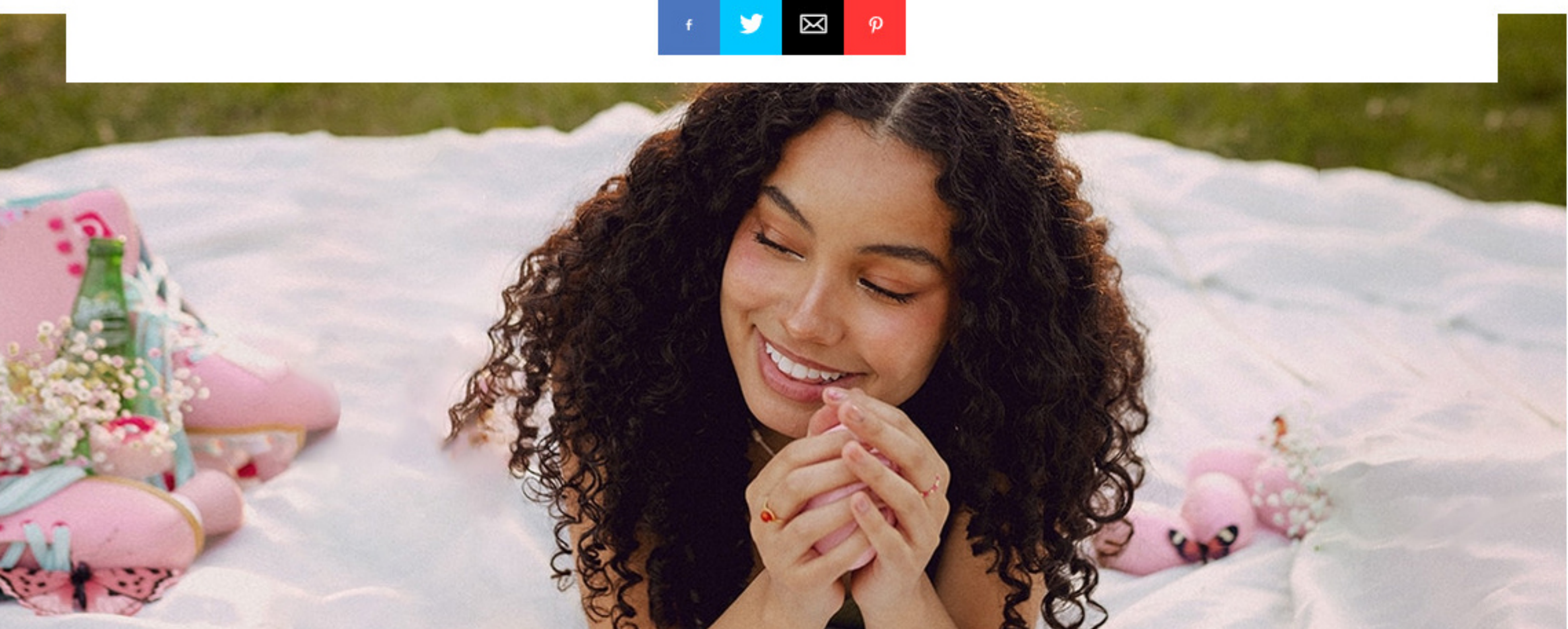


## BEAUTY

# This summer awaken your own happiness with the right perfume

Smell is one of our basic senses and this season it will be put to the test with three unmissable launches.

EISENBERG Paris presents Happiness La Collection.



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In partnership with:

**EISENBERG**  
PARIS

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**THE** change of season almost always implies a change of perfume. If winter calls for heavier aromas, spring and summer are more conducive to floral, fresh and light notes, which are also linked to our mood at this time of year.

It's no lie that the perfume we use can make us happier. And it can even be compared to other sensations in everyday life. For example, when you hear a certain song in the morning, isn't that the perfect motto to make the day go better? Or when you look at a photograph and are instantly happy? With aromas, we call **this olfactory memory , a reaction of our brain triggered by an association with something that was part of our life** , and that made us or makes us happy. It is actually a neurological reaction.

Now, with the start of the hot season, it's time to bet again on fragrances that create memories and that awaken this very important sense in us (if not the most important of all).

EISENBERG presents Happiness La Collection , a unisex collection that promises to mark spring-summer with notes that stray from the feminine and masculine genders to celebrate individuality and freedom. After all, why are there perfumes for women and for men?

The brand wants to highlight the positivity of each one through these light, inspiring and refreshing aromas, divided into three perfumes.



Beautiful , Happy and Young Perfumes (59€)

- **Young.** A woody scent with bergamot, lemon, cardamom and ginger that combines these acidic notes with a sweet, sweet and soft side. It is timeless and intends to exacerbate the youth of each of us.
- **Happy.** This is a more floral fragrance, with freesia, mimosa, jasmine and bergamot, ultra soft and still with touches of bergamot and sandalwood. It is a joyful aroma that wants to awaken, even more, our own happiness.
- **Beautiful.** Here, the pink pepper will create a volatile sensation that joins the spring aromas of fig and cedar. It is an irreverent perfume, which will certainly not go unnoticed.

These three fragrances will not make spring a season like any other. Eisenberg wanted to create a striking collection that did not look at the genres, so typically used in the perfumery world, and go further!

Discover this collection.

**And find out more...**

The secrets of aromatherapy: know what it is and what are its benefits

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