

The Story of our Perfume

FRAGRANCE HISTORY IS MADE

For the First Time ever, a fragrance, developed entirely by Ordinary Women.

HANNON EAU DE PARFUME

Be Glam BY DAY AND *Be Glam* BY NIGHT

Perfumes have been used for centuries and are highly valued in every culture. Every fourth second a bottle of a perfume is being sold all over the world. 96% of women and 73% of men are applying a perfume every day¹. However, perfumes are created in isolation in laboratories, and most of the times it is subjectively chosen by a single individual or, at the most, by a small group of highly esteemed people.

This was the concern when **HANNON** decided to acquire a Signature Fragrance. Inspired by the women of Africa, and particularly South Africa, Hannon Bothma, co-owner of **HANNON**, decided to develop a perfume for women - by women. And this is how the two **Be Glam** Eau de Parfumes were created.

The composition of these two fragrances took about two years. Hannon Bothma advised the French perfumer on typical South-African smells that epitomises his visionary fragrances. Numerous samples were sent from France, to the **HANNON** Head Office in Johannesburg. Each sample, during the development process, was smelled and tested by more than 30 000 women, who attended the HANNON beauty days (called Glam Guru Road shows), nationally: 'Mouillettes' were dipped in the fragrances, allowed to dry, then held close to the nose so that the scent may be inhaled. Each sample was tested this way and the women registered their feedback and cast their votes. The Perfumer in France continuously adjusted the composition according to these comments and input, until finally the women of South Africa were 95% happy with the end result.

The verdict was cast. The two **Be Glam** fragrances are what women want. They created their own perfume during this process, and it is the first time ever, in world history, that a commercially available fragrance was created in such a democratic way. This makes **Be Glam by Day** and **Be Glam by Night** truly the Essence of the Modern Woman.

Because they love the sense of smell, and because women, in general, have more than one fragrance personality, two perfumes were developed: one for the day, with an elegant, feminine and eternally joyful fragrance and a second Eau de Parfume for the night, a more sensually vibrant perfume that radiates glamour and seduction.

These perfumes were chosen with care and an attention to detail that is characteristic of HANNON.

