



TONKA NO.004

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Laboratory Perfumes

Press Release
February 2015

Scent from South America: **TONKA**

Introducing a new fine fragrance from Laboratory Perfumes

Launching in February 2015, the fourth fragrance from London-based Laboratory Perfumes marks an exciting new addition to the existing range of naturally inspired scents and candles.

For the first time since its founding in 2011, the perfumier has ventured beyond the British Isles, drawing on the spices of South America to create a rich and multilayered yet cleanly elegant fragrance, Tonka. While the previous perfumes drew their inspiration from the natural flora of Britain, Tonka looks across the Atlantic, combining the zing of mandarin and pink peppercorn and warm woodland aromatics with the earthy vanilla notes of the tonka bean.

Like the other products in the Laboratory Perfumes range (Amber, Samphire and Gorse), Tonka is blended in Hampshire, using natural oils, and is scientifically formulated to react to the wearer, dynamically developing over the course of the day. In keeping with Laboratory Perfume's belief that scent transcends gender, Tonka is also designed to suit both women and men.

Laboratory Perfumes' refreshingly nuanced scents, innovative approach and stylishly simple packaging has already seen its products develop a dedicated international following, with stockists including Liberty, The Conran Shop and Anthropologie.

To mark the launch of Tonka, a special limited edition of 1,000 bottles will be sold exclusively through Liberty, the Yorkshire Soap Company and LaboratoryPerfumes.com, before the standard-edition scent is released to other outlets.

FOR FURTHER INFORMATION, SAMPLES AND PACKSHOTS,
PLEASE CONTACT SABINE ZETTELER AT
HELLO@SABINEZETTELER.COM
OR CALL +44 (0) 7791 568890

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Notes for editors
About TONKA: Limited Edition

PRICE: £65 FOR 100ML (STANDARD EDITION: £60)
FRAGRANCE NOTES: TONKA BEAN, PINK PEPPERCORN, MOSS, MANDARIN
STOCKISTS: LIBERTY, YORKSHIRE SOAP COMPANY (STANDARD EDITION:
AVAILABLE WORLDWIDE)

ABOUT LABORATORY PERFUMES

FOUNDED IN 2011, BRITISH SCENT SPECIALISTS LABORATORY PERFUMES CRAFT UNIQUE, GENDER-FREE FRAGRANCES, SCIENTIFICALLY FORMULATED TO REACT TO THE WEARER AND EVOLVE OVER THE DAY. INSPIRED BY THE NATURAL FLOWERS, HERBS AND AROMATIC BOTANICALS OF BRITAIN AND BEYOND, THE RANGE OF SCENTS AND CANDLES IS MADE FROM NATURAL OILS, SELECTED WITH CARE AND BLENDED WITH PRECISION.

IT'S A NEW METHOD OF MAKING PERFUME THE OLD-FASHIONED WAY.

ABOUT THE RANGE

LABORATORY PERFUMES CURRENTLY PRODUCES THREE NATURAL FRAGRANCES:

001 AMBER

WOODY LAYERS AND BALMY AMBERGRIS, WITH TOP NOTES OF SPICE AND GREENERY

002 GORSE

FRESH AND CRISP WITH A HINT OF CARDOMON AND ZESTY CITRUS TOP NOTES

003 SAMPHIRE

RICH, AROMATIC JUNIPER BERRIES, CITRUS OIL AND VERBENA, BLENDED WITH LAVENDER, BASIL AND ROSEMARY, WITH UNDERTONES OF WHITE AMBER AND OAK MOSS.

EACH IS AVAILABLE TO BUY AS BOTH AN
EAU DE TOILETTE (£60) AND CANDLE (£39)
WWW.LABORATORYPERFUMES.COM.

Laboratory Perfumes

THE NATURAL SCIENCE OF SCENT