

# How FM Perfumes Compete With Other Brands



The concentration of perfume oil reflects the intensity and longevity of a perfume.



As percentage of perfume oil increases, so does the intensity and longevity of the scent

*Some people pay a lot just for EDT!!*

## Let Us Help You Save Money



FM Pure and Pure Royal Parfum is **20%**

Parfum typical **15% to 20%** strength will normally last up to 6 to 8 hours

**Eau de Cologne**  
typical **3% to 5%** strength will normally last up to 2 hours

**Eau de Toilette**  
typical **4% to 8%** strength will normally last up to 2 to 4 hours

**Eau de Parfum**  
typical **8% to 15%** strength will normally last up to 3 to 5 hours

*The remaining liquid in a fragrance is either Alcohol (in Parfum) or Water and Alcohol (in other strengths) Please note: for safety reasons the alcohol used in all FM fragrances is Denatured Alcohol, which means that it has been made unpalatable, and thus, undrinkable.*

We compete with other well-known brands by giving our customers luxurious products for low prices because we are a direct selling company, and therefore we can afford to do this.

## Try our fragrances now and experience the quality for yourself

Introducing . . . **FM Intense Collection** which has been created for those who want even stronger fragrances (Men's with **24%** and Women's with **30% perfume oil**).

