

Anthony 1 Eau de Parfum: Debuting the first fine fragrance from Anthony Brands



New York City, Mar 18, 2019 ([IssueWire.com](http://www.IssueWire.com)) - “We wanted to create a one-of-a-kind, soulful scent unparalleled to anything else out there. We played with sensory arousers and enhancers in developing Anthony 1 – to make you feel #1,” said Anthony Brand’s Director of Marketing, Jessica Dunham.

THE SCENT

The opening of Anthony 1 is expansive and recalls bright, fresh air with the zest of first-season harvested Calabrian Lemon, flanked by a lightly spicy accord of Pink Peppercorn and Guatemalan Cardamom. Bridging into the heart – French Lavender suggests a cooling smoothness while Pine and Haitian Vetiver push the atmosphere even greener. Timbersilk™, an ultra modern abstract woody element, forms a structure with pure Moroccan Cedarwood Absolute and Australian Sandalwood FirAbsolue™ creating a luxe wood tone so detailed its almost tactile. A rare note of Indian Cypriol gives the fragrance a unique leathery quality. At the base, Ambrox™, Amber and Musks provide a smoldering power that diffuses throughout.

THE DESIGN

Designed to mimic the signature Anthony icon logo and entice men. It is crafted in a deep charcoal instead of transparent glass, mirroring the smoldering, sultry scent inside.

Anthony 1 Eau de Parfum (\$117 USD for 3.4 fl. oz.) is now available at Anthony.com, Nordstrom.com and launching in California's [Beauty Collection](#) stores April 1, 2019.

ABOUT ANTHONY

Developed for men. Borrowed by women.

Anthony is the leading multi-benefit, solution oriented skincare brand for men (and women) — fusing natural ingredients with the latest science and technology for extraordinary results. Anthony is powered by a mix of the finest botanical extracts, vitamins, and cutting-edge science to solve plaguing skincare and grooming problems. Anthony offers a quick, easy approach to skincare and grooming. Easy to navigate, understand, and use, each Anthony product is created with a unique objective and strategy.

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