

Queen By JAFRA



BE POWERFUL. BE UNSTOPPABLE. BE A QUEEN

- Queen by JAFRA is more than: fragrance — it is a statement
- A celebration of women who lead with presence and confidence
- Queen pays tribute to the inner richness of every woman. Each woman is a unique jewel: valuable, strong, and radiant



Why Queen?

- Honors strength, visibility, and leadership
- A fragrance story rooted in identity, not trends
- Celebrates women who own their power unapologetically
- Designed for women who do not negotiate their authenticity: ambitious, visible, and brave.

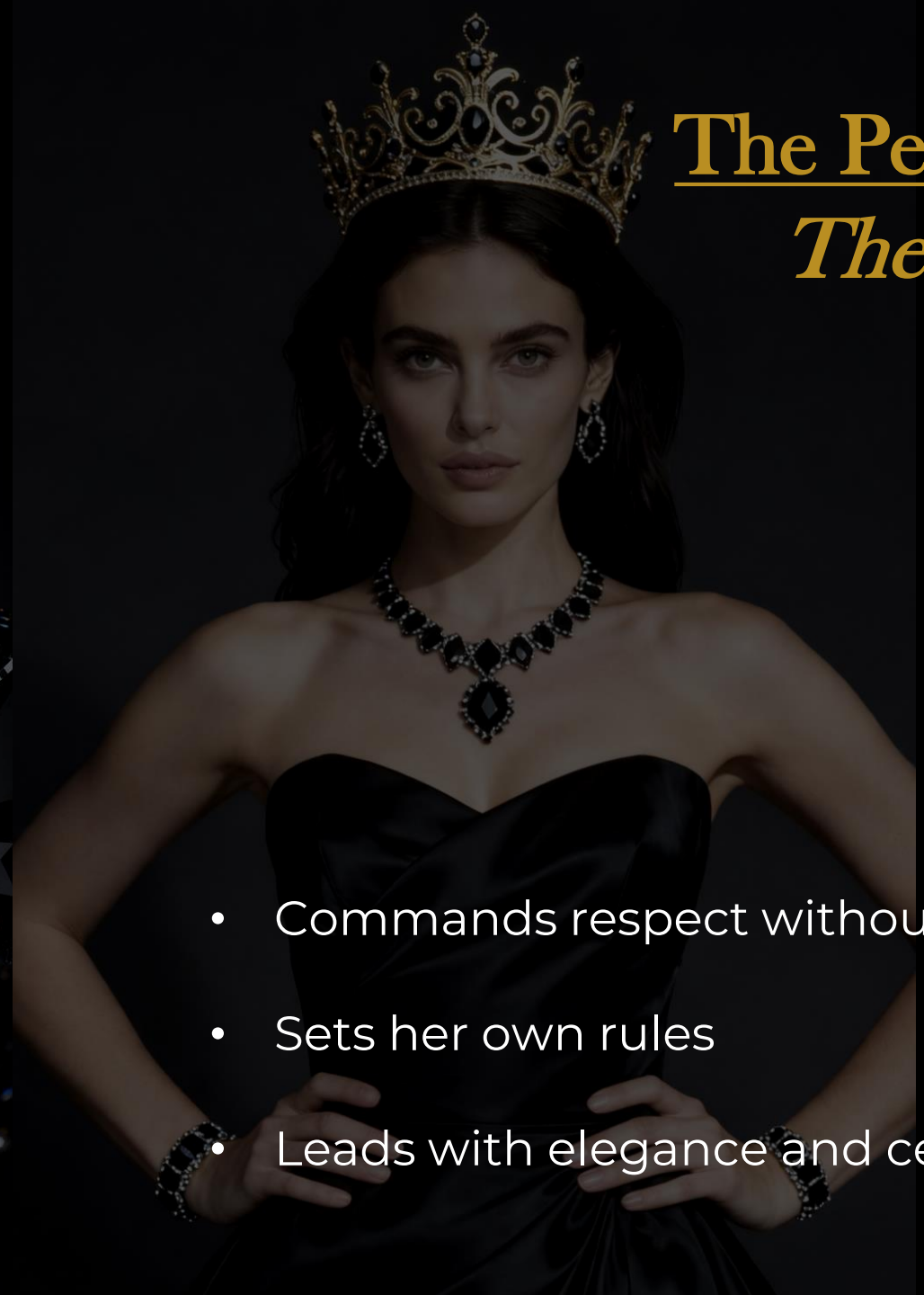


The Fragrance: *The Essence of Queen*



- Power and femininity in balance
- Leadership expressed through presence
- Confidence worn with intention

The Persona: *The Ruler*



- Commands respect without asking
- Sets her own rules
- Leads with elegance and certainty



The Original Queen: Queen by JAFRA EDP Manifest your *POWER*

- Launched March 2025 as the first Queen expression
- Introduced the Queen archetype
- A bold, commanding fragrance with undeniable presence
- Our #1 Women's Fragrance from 2025 in 10 months

The Scent Experience

Queen by JAFRA, a tribute to feminine strength, crafted with **Scent Sense Technology** to surround you in an aura of unstoppable confidence, reflecting the lasting impact women leave on the world.



It opens with glossy cherry — juicy, vibrant, and slightly sweet, creating an instant spark of bold femininity.



At the heart, hazelnut adds a creamy, nutty warmth that feels rich, addictive, and indulgent.



As it settles, tonka wraps the fragrance in a smooth, sensual finish — warm, slightly sweet, and confidently magnetic.





Our Newest Queen:

Queen by JAFRA EDP - *Ruby*

Manifest your *PASSION*



The newest expression
of Queen



Inspired by the ruby
gemstone



Builds on the original
legacy



A symbol of passion,
vitality, and inner fire



Reveals a more
passionate, radiant
side of power



Power expressed
through magnetism
and confidence



The Scent Experience

Queen by JAFRA Ruby exalts the ruby, one of the most valuable and iconic gemstones in the world. Its intensity and deep glow make it a universal symbol of passion, power, and magnetism.



The fragrance channels that force into an enveloping experience. Blood Orange brings a vibrant, energy-filled opening.



A Ruby Accord of juicy peony, vibrant red fruits, and succulent vanilla.



Combined with the warmth of Cedarwood, create a decisive and luminous aura.

Queen by JAFRA



Authority



Commanding



Original Queen Energy

Queen by JAFRA *Ruby*



Passion



Magnetism



Inner fire

How to Share Queen:



A fragrance wardrobe for powerful women



Perfect for self-gifting and milestones



Ask: "Which Queen are you today?"



Don't just talk about Queen — wear her.
Order today. Demo this week. Sell all month.