

Every
great fragrance
has a story.

Do you know
the story behind
the name JF9?



JF9 was launched during JAFRA's 9th Anniversary as a tribute to our founder's husband, Frank Day.

- J = JAFRA
- F = Frank
- 9 = 9th Anniversary

More than a fragrance, JF9 represents authenticity, integrity, and timeless masculinity.





Meet the New JF9 Indigo

Introducing the newest addition to the JF9 Collection.

JF9 Indigo is attractive, masculine, and undeniably authentic. Every note celebrates confidence, purpose, and passion.

Designed for the modern gentleman who is trustworthy, driven, and always evolving while staying true to himself.

**Experience
the Fragrance**



Top Note: Petitgrain

• Fresh •Crisp Citrus •Energizing First Impression



Heart Note: Indigo Accord

(Violet Leaves, Sandalwood & Grey Amber)

- Smooth • Sophisticated • Modern masculinity



Base Note: Cocoa Shell

• Warm • Rich • Sensual Finish





Who Is JF9 Indigo For?

Perfect for the man who:

- ✓ Appreciates modern yet timeless fragrances
- ✓ Wants a versatile scent for work and evenings
- ✓ Leads with confidence, authenticity, and purpose

New Look. Same Signature Formula.



NEW!*



New Look. Same Signature Formula.

BOTTLE



LOGO

Redesign of the JF9 brand.

FINISH

Translucent bottles across the entire JF9 collection.

BOX



PACKAGING

The box design is refreshed while maintaining its sophisticated aesthetic.

CONTENT

New 3.04 FL. OZ. content



Your Challenge This Month

- ☐ Share the story behind JF9.
- ☐ Describe the fragrance using the notes.
- ☐ Show them the new packaging.
- ☐ Stories create connections—and connections create sales.