

Draft for approval

PRESS RELEASE

SWALLOWFIELD HELPS FRAGRANCE DREAM COME TRUE FOR BRITISH ACTOR

Swallowfield plc, a market leader in the development, formulation, and supply of personal care and beauty products for global brands, has helped make a dream come true for British actor Richard E. Grant, with the launch of his new fragrance JACK, which took place at Liberty's of London this week.

Grant, who will soon be starring in the next series of Downton Abbey, has had a lifelong obsession to create his 'signature in scent' and has self-funded the creation of JACK. Swallowfield provided its expertise in design, packaging and production to bring it to reality, following a recommendation from Catherine Mitchell at International Flavours & Fragrances Inc.

The company has secured a contract to bottle and package an initial 3,000 units of the unisex fragrance. It also worked with Grant to design the box and develop the Union Jack cotton draw string calico bag in which the fragrance is contained.

The fragrance comprises exotic ingredients, including top notes of lime, marijuana and mandarin, heart notes of clove, pepper and nutmeg, and base notes of oud, vetiver, white musk, tobacco absolute and olibanum resin.

Said Jane Fletcher, Group Sales and Marketing Director at Swallowfield: "Originally the idea was to incorporate the Union Jack in the box design to reflect Richard's British-ness, but we decided to use a gloss red that he had seen on an elevator in Japan. We did not want to lose the British nature of the product and therefore opted for a more subtle approach, applying it to the bag.

"It was a joy working with someone who clearly had so much passion for the product. This was reflected in Richard's personal involvement with the project, coming down

to the factory in Wellington to meet the team responsible for bottling and packaging his fragrance, and learning every step of the process.”

“We are best known for formulating beauty products for big brands but this project demonstrates our growing track record in making new products stand out through creative design and packaging.”

Grant added: “Last year I drove down to Swallowfield’s production and design facility in Wellington, Somerset, with my heart set on having a Union Jack inspired box that did not look too tacky. However, Sarah Wright, the company’s in-house graphic designer, showed me her ‘mock-ups’ of flag variations, and I could plainly see that she was not convinced.

“Whilst filming in Japan, I’d been in a lift that was entirely lacquered pillar-box red, and in a flash of inspiration we ditched the flag idea and went red instead. Sarah instantly mocked up a glossy carton, to which the Liberty-designed ‘J’ round logo was added, and it immediately looked more classy and desirable.

“We decided that the drawstring calico bag inside, which sleeves the bottle, would be printed to look like vintage Union Jack bunting, complete with a riveted luggage label with ‘To’ and ‘From’ for personalising the perfume once unwrapped.

“It took months of planning, sketching and talking but as I toured the factory it all suddenly seemed real, tangible and possible.”

Once production was given the green light, the team at Swallowfield managed the process of transforming the drums of perfume wax into diluted liquid and bottled, labelled, packaged and cellophane wrapped the final product ready for the launch.

JACK is available exclusively from Liberty from 2 April or online at www.jackperfume.co.uk priced at £95 for 100ml

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About Swallowfield

Swallowfield is a full service provider for brands and high street retailers operating in the beauty products and personal care marketplaces. This includes: market analysis; product design, formulation and testing; packaging design and sourcing; and management of distribution and stock.

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