



Yardley London

English Rose Collection



English Rose is the national flower of England and often stands as a symbol of love and beauty. Legend describes the creation of the flower rose as the uniting of sweet smell, charm, brightness and joy.

The rose itself has a long and colourful history. According to ancient fossil evidence, the history of the rose dates back almost 35 million years and modern day records state that there are now over 30,000 varieties. Their presence is often woven into historical culture and ancient tales.

The process of combing rose petals and water to extract softly scented rose water was thought to have first taken place in the 11th century by an Iranian doctor, Avicenna. He used scented Damascena roses to produce rose water which was thought of as one of the first steps towards modern perfumery. The Rosa Damascena is a fragrant rose most commonly used in perfumery and is still harvested by hand first thing in the morning before the heat of the sun can diminish the scent. Another key ingredient largely used in perfumery is derived from Rosa Centifolia which is a complex hybrid rose that is sometimes called Rose de Mai. It was thought to have been developed sometime around the 17th century and is particular to the Grasse region where it is still grown and harvested for rose oil. As its cultivation is much more limited than Rosa Damascena, Rose de Mai oil is one of the most precious raw materials used in modern perfumery.

Yardley London's classic English Rose Eau de Toilette contains Rose Absolute (oil extracted from Rosa Damascena and Rose de Mai) in the heart and top notes of its evocative light, fresh floral fragrance. It also features neroli and camomile, a heart of rosebud and jasmine petals with warm base notes of amber and sandalwood. Yardley London have successfully combined this alluring scent into a sophisticated range of fragrances and ancillary body products for everyday use.

Yardley London English Rose Eau de Toilette and **Body Spray** both deliver a beautiful, fresh fragrance. The Body Spray has the same fragrance as the EDT and is not a 'trickle-down copy', therefore provides a long-lasting, all-over body fragrance.

Eau de Toilette: £13.49 (125ml), £9.99 (50ml)

Body Spray: £2.49 (75ml)



Yardley London Luxury Soap is triple milled for a rich, creamy lather that combines light floral scents with a deeper note of sandalwood and musk. Available as a single soap, pack of three and pack of four Guest Soaps.

Single Luxury Soap: £2.99 (100g)

Luxury Soap: £7.99 (3 x 100g)

Luxury Guest Soaps: £6.75 (4 x 50g)

Yardley London English Rose Perfumed Talc leaves the skin soft, refreshed and subtly fragranced after bathing or showering. It is contained in a retro inspired tin, which is ideal for the dressing table or bathroom cupboard.

RRP: £6.99 (200g)





Yardley London English Rose Refreshing Tissues contain 10 luxury handbag-sized, non-drip tissues infused with the Yardley London English Rose Eau de Toilette. Delivering a high level of fragrance straight to the skin, these tissues are ideal to have at hand, any time of the day to cool and refresh and are ideal for topping up fragrance.

RRP: £3.00 (10 tissues)

Stockist Details:

Yardley London is available at Boots, Lloyds and Independent Chemists

Stockist Enquires: 01753 753 420 / www.yardleylondon.co.uk

For press enquiries, please contact:

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