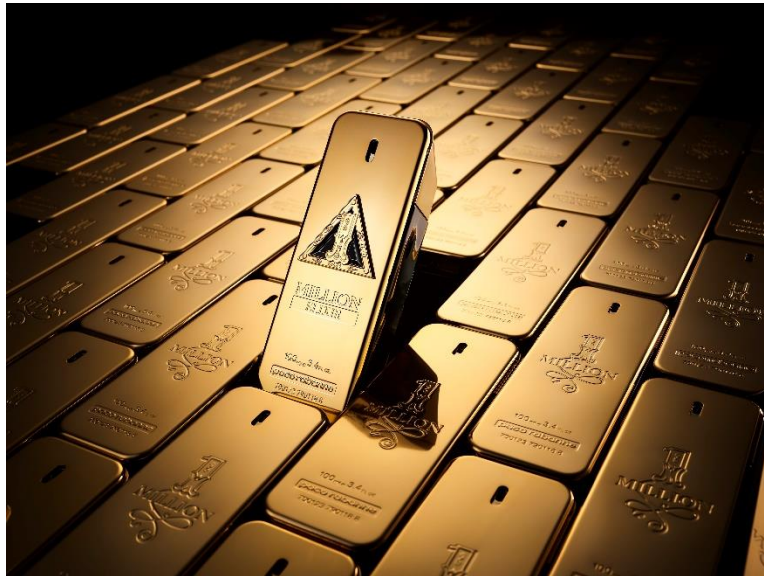


Athens, February 17<sup>th</sup> 2022

**1 MILLION ELIXIR the new intense parfum**  
THE PINNACLE OF ABSOLUTE INTENSITY



Paco Rabanne launches a new fragrance to join its most successful masculine line, 1 Million fragrances. Deeper, stronger, richer - more intense - than ever before, the new 1 MILLION ELIXIR is **unbelievably intense, unmistakably 1 Million.**

This powerful scent has been crafted with hand-picked ingredients that make this masterpiece composition shine thanks to the extreme quality of its raw materials.

To the pinnacle of intense sensations, and beyond. Created by the perfumers Christophe Raynaud, a composer of the original 1 Million, and Quentin Bisch, ELIXIR joins 1 Million Le Parfum and 1 Million in the flamboyant and free universe, where having it all is second nature.

Guided by the desire to use the very finest ingredients, to recreate a new extreme interpretation of confidence and success 1 MILLION ELIXIR is a bold new way to stand out from the crowd with the suave intensity of this deep and decadent statement fragrance that is uncompromising at every turn.

# paco rabanne

THE FRAGRANCE - AN ORIENTAL WOODY FRUITY ELIXIR

## **Supreme sensuality meets intense and long-lasting power.**

This is an intoxicating blend, deep and addictive, that infuses rich floral-fruity notes into the very finest *matières*. A “*grand cru*” that vibrates with the contrast of the warm vanilla infused woods - and the more liquorous davana.

The top notes of natural sweet apple oil and the first hints of the Davana leaves, immediately enveloping and rich, make for a direct introduction to the bold and distinctive blend.

At the heart, hand-picked ingredients - the very best Turkish Rose and Osmanthus, a floral with leathery, apricot notes - and wild grown tonka beans, are part of the reason why this masterpiece composition stands out by the supreme quality of the fragrance.

For the dry down notes, the sensual liquorous Davana lingers, vibrating with the precious extractions of patchouli and cedar wood oil distillations, and black vanilla seed pods.

1 MILLION ELIXIR is a richer, deeper concentration than any other fragrance in the 1 Million range.

## **THE NEW MYSTERIOUS SYMBOL - A NEW SIGN OF POWER, A NEW SIGN OF STRENGTH**

The truly iconic gold bar now carries a distinctive new sign of power: bold, distinct and sophisticated. The black triangle is the sign of a new strength that is solid, intense and obscure. The original 1 MILLION bottle is reinvented as a crafted jewel reflecting the different facets of the fragrance. An intricately carved black triangle that encloses infinite, precious power and energy. An invitation to venture to the pinnacle of intensity.

And to stand out with impact all the way, the gold-foil outer packaging carries new vertical stripes and elegant touches of black. Bold and elegantly subtle all at once.

## **PACO RABANNE COMMITS FOR THE ENVIRONMENT**

Paco Rabanne believes in its environmental responsibilities seriously. This new fragrance Made in France can proudly claim a vegan formula with 91% of natural origin ingredients, strictly respecting the strict cruelty free policy. The outer box of 1 MILLION ELIXIR is 100% recyclable with an FSC accreditation, being sourced from responsibly managed forests.