

BOSS BOTTLED BEYOND

SELLING



"Experience Boss Bottled Beyond latest innovative perfume –
"It is Beyond Ordinary, Bold and Balanced –
A Fragrance Built to inspire success and with high performance."
With its 1st premium fresh ginger leather scent for you to
command all senses!"

BOSS BOTTLED CORE LINE COMPARISON

BOSS BOTTLED EAU DE TOILETTE 1998	BOSS BOTTLED EAU DE PARFUM 2020	BOSS BOTTLED PARFUM 2022	BOSS BOTTLED BEYOND EAU DE PARFUM 2025	BOSS BOTTLED ELIXIR PARFUM INTENSE 2023	BOSS BOTTLED PARFUM INTENSE 2024
WOODY FRUITY	WOODY SPICY	WOODY AMBERY	WOODY LEATHERY	AMBERY WOODY	WOODY LEATHERY
APPLE CINNAMON SENSUAL WOODS	APPLE ACCORD CARDAMOM VETIVER	ORRIS FIG TREE ROOTS ACCORD VEGETAL LEATHER ACCORD	LEATHER BLEND GINGER BLEND	INCENSE ESSENCE VETIVER ESSENCE CEDARWOOD ESSENCE	LEATHER ACCORD PATHCOULI ESSENCE CEDARWOOD ESSENCE
11%	15%	17%	23%	26%	28%

ATTRACT

'Hi, how are you?'
Boss recognize boss!
Guess the special ingredients
in this new exclusive BOSS
Bottled Beyond perfume.

'Come join us to unveil an
exclusive global launch and
be among the first on earth
to witness the birth of BOSS
Bottled Beyond.'

ENGAGE

3+1 Choice Strategy
Link & Upsell



KEEP

Share GWP Offer BBB
Ancillaries Offer Service Teach
Art of Performance Layering



BOSS BOTTLED BEYOND

eau de parfum

BOSS

BOSS RECOGNIZE BOSS

BOSS BOTTLED BEYOND
THE NEW GINGER-LEATHER FRAGRANCE



BOSS BOTTLED BEYOND

eau de parfum

CRAFTED TO PERFORM

Hi-Quality & Tech Formulation
+++ Long-Lastingness of Skin-Like Notes

FIRST PREMIUM FRESH LEATHER FRAGRANCE EVER CREATED!



"BOSS Bottled Beyond's powerful dual blend, with stimulating freshness of ginger — extracted through cutting-edge technology that meets the deep sophistication of leather. A harmonious duality of spice, ginger diffuses the scent's pure, vibrant profile, while leather exudes sensuality. Engineered to last, this highly concentrated fragrance goes beyond performance, carrying you through the entire day with confidence."

BOSS BOTTLED BEYOND

THE INSPIRATION FOR SUCCESS

#BOSSRECOGNIZEBOSS

Created since 1998, for over 25 years boss fragrances journeyed the success from white collar boss to new inspired leaders.

Success is not just about the pursuit of personal ambitions that separate us from one another.

But rather about engaging with others in ways that have a positive impact on them.

GO BEYOND | GET INSPIRED | INSPIRE OTHERS



BRADLEY COOPER
50 YEARS OLD
ICONIC HOLLYWOOD
STAR

VINICIUS JUNIOR
23 YEARS OLD
PROFESSIONAL
FOOTBALLER

MALUMA
31 YEARS OLD
AWARD WINNING
LATIN SINGER