



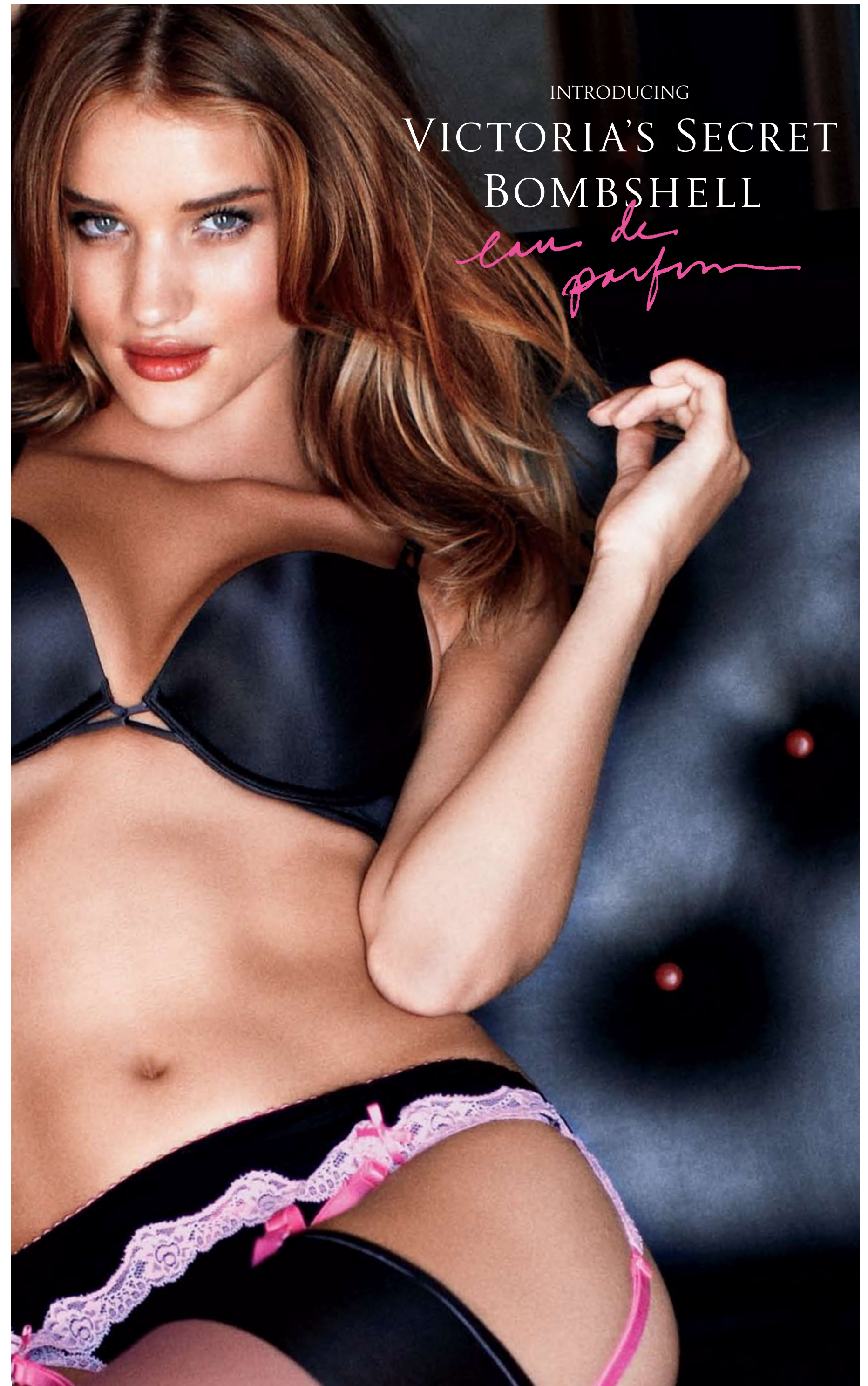
*Sexy today. Sexy tomorrow.  
Sexy forever™.*

VICTORIA'S SECRET  
BOMBSHELL

Available starting September 2010, exclusively at Victoria's Secret stores and VictoriasSecret.com.

For pricing and more information, please contact Anna Schilawski  
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Victoria's Secret 1740 Broadway New York, NY 10019 ©2010



INTRODUCING  
VICTORIA'S SECRET  
BOMBSHELL

*eau de  
parfum*

INTRODUCING  
VICTORIA'S SECRET  
BOMBSHELL

The Bombshell. We know what she looks like:  
strong and beautiful with sex appeal to spare.

A Bombshell is bold and confident.  
Powerful, positive and playfully unpredictable.

A Bombshell lights up the room with  
a wink and a smile. Glamour, mischief, drama—  
she loves it all. Because being a Bombshell  
is about more than just a look, it's an  
attitude—a sexy energy that comes from the inside.

There's a Bombshell in every woman.

Victoria's Secret Bombshell.





## HELLO, BOMBSHELL

How do you make a Bombshell? At Victoria's Secret, we started by looking to our heritage for inspiration: sexy lingerie, award-winning, innovative fragrance, gorgeous supermodels, glamorous boudoir styling. And, of course, the signature pink-on-pink stripe.

This formed our Bombshell foundation, the jumping-off point to create a scent that was totally fresh, completely different. And as we experimented with initial formulations, we realized that the only way to make our signature scent as unique and explosive as the Bombshells that inspired it was to create an entirely new fragrance category. So that's exactly what we did.

## SCENT OF A BOMBSHELL

The fragrance itself began with mischievous sparkle through a combination of **Purple Passion Fruit** from the Brazilian rainforest and effervescent **Moscato d'Asti** grapes from Tuscany. Then we added exotic floralcy with **Shangri-la Yellow Peonies** discovered along the trail of the White Horse Snow Mountains in China and **Vanilla Orchid**, the beautiful bloom of the vanilla plant.

This effervescent fruity-floral was beautiful, but it needed something more. Something unexpected—a sexy Bombshell twist.

We found it in the form of **Italian Sunstruck Pine**, a stunning aromatic note of Ligurian Pine captured at the moment it's warmed by the afternoon sun. Victoria's Secret Bombshell is the first women's fragrance to use this unique headspace note, creating an entirely new fragrance category in the process: Fruity Aromatic Floral.

Together, the sparkling fruits are balanced by sultry depth for a fresh sensuality that is at once confident, sexy, glamorous and ultra-feminine. One of a kind. Just like a Victoria's Secret Bombshell.

## BOMBSHELL IN A BOTTLE

Designed to radiate Bombshell energy, the bottle is an emerald-cut wonder wrapped in an electric pink glow. The iconic Victoria's Secret stripe appears in a pearl finish at the back of the bottle, a soft contrast to our Victoria's Secret Bombshell logo. Topping it all off is a gem-inspired pink cap, tied with a playful black satin bow.

## THE COLLECTION

Eau de Parfum, 1.7 oz.  
Body Mist, 8.4 oz.  
Body Lotion, 8.4 oz.  
Luminous Body Powder, 2.6 oz.



VICTORIA'S SECRET

*the fragrance expert*

1991

VICTORIA

Our first fragrance launches.  
A fragrance empire begins...



1999

DREAM ANGELS HEAVENLY

*FiFi Winner, Fragrance of the Year*

This was our first blockbuster fragrance, launching to much acclaim. Over the years, Heavenly has gained four sister scents and inspired five flankers, each more successful than the last.

2001

VICTORIA'S SECRET PINK

*FiFi Winner, Fragrance of the Year*

This classic kicked off what ultimately became the übercool collegiate lifestyle brand that is PINK.



2003

VERY SEXY FOR HER

*FiFi Winner, Fragrance of the Year*

We cornered the market on romance with Dream Angels. Here we added heat to our portfolio with Very Sexy, a provocative customer favorite.



2004

VERY SEXY FOR HIM

Our provocative—and unexpected—entry into the men's fragrance world earned us a perennial spot in the men's top 10.



2005

AMERICA'S #1 FRAGRANCE

Dream Angels Heavenly becomes America's #1 Fragrance, and remains in the top spot today. She is the jewel of our Dream Angels fragrance collection.

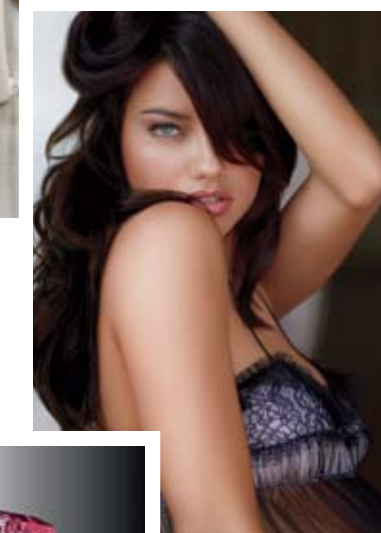


2009

SEXY LITTLE THINGS NOIR

*FiFi Winner, Fragrance of the Year*

This sophisticated scent leveraged the much-loved Victoria's Secret boudoir look, and was an instant hit.



2010

NEW! VICTORIA'S SECRET BOMBSHELL

*"Hello, Bombshell!"*

The newest Victoria's Secret fragrance innovates an entirely new fragrance category—Aromatic Fruity Floral.





VICTORIA'S SECRET  
BOMBSHELL

VICTORIA'S SECRET



