

Daring. Sexy. Beautiful.

INTRODUCING

INCREDIBLE

by Victoria's Secret

Be confident. Be bold. Be amazing. Be *everything* you aspire to be in our latest blockbuster fragrance, INCREDIBLE by Victoria's Secret.

Inspired by the runaway success of our INCREDIBLE bra—beloved by women everywhere, adored by the press, one of the biggest launches in Victoria's Secret history!—we set out to create a fragrance that would make a woman feel her hottest, her sexiest, her absolute INCREDIBLE best. Our goal: a sexy ego boost in every spritz.

This larger-than-life concept required a unique juice—one that encompassed all the sexiest elements of a woman in one sensual, fluid, fresh scent. The result is a voluptuous Floral-fruity blend of Bright Magnolia, Sparkling Pear, and Sultry Sandalwood—an INCREDIBLE combination that delivers on all its name promises.

In a sleek, curvaceous bottle glowing with hot pink and a bold box that telegraphs the INCREDIBLE story of every woman, the fragrance makes a major statement before you even pick it up.

There's just one word for it...INCREDIBLE!

Incredible by Victoria's Secret is available starting March 2011 exclusively at Victoria's Secret.

For more information, please contact Jen Herits at 212.904.7569 or jherits@victoria.com, or Anna Schilawski at 212.904.8338 or aschilawski@victoria.com.

THE INCREDIBLE FRAGRANCE COLLECTION

A Floral-fruity fragrance.

TOP: Juicy White Peach, **Pear**, Water Lily

MIDDLE: **Magnolia**, Honeysuckle, Iris Flower

DRY DOWN: Natural Vanilla, **Sultry Australian Sandalwood**, Liquid Musk, Coconut Milk

Eau de Parfum, 1.7 oz.

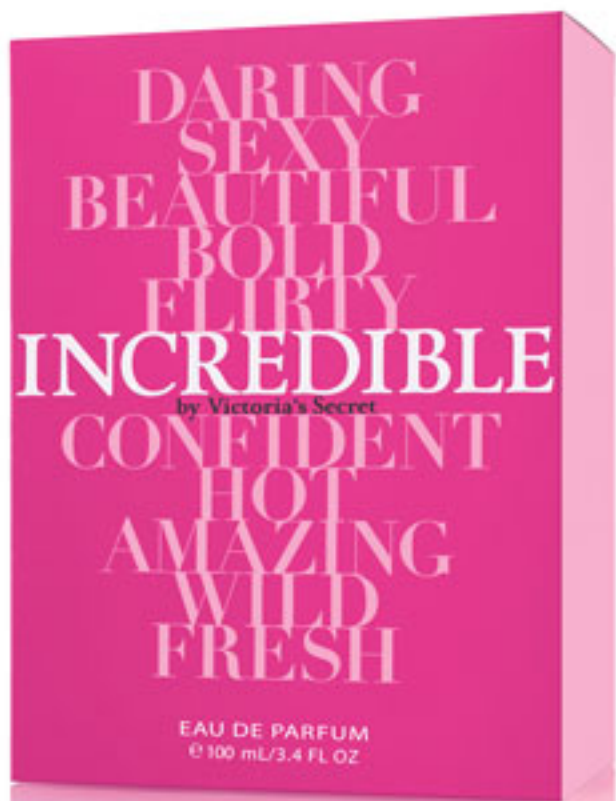
Scented Mist, 8.4 oz.

Scented Body Lotion, 6.7 oz.





DREAM
BEAUTIFUL
INCREASABLE
CONFIDENT
AMAZING
FRESH



EAU DE PARFUM
e 100 mL/3.4 FL OZ