

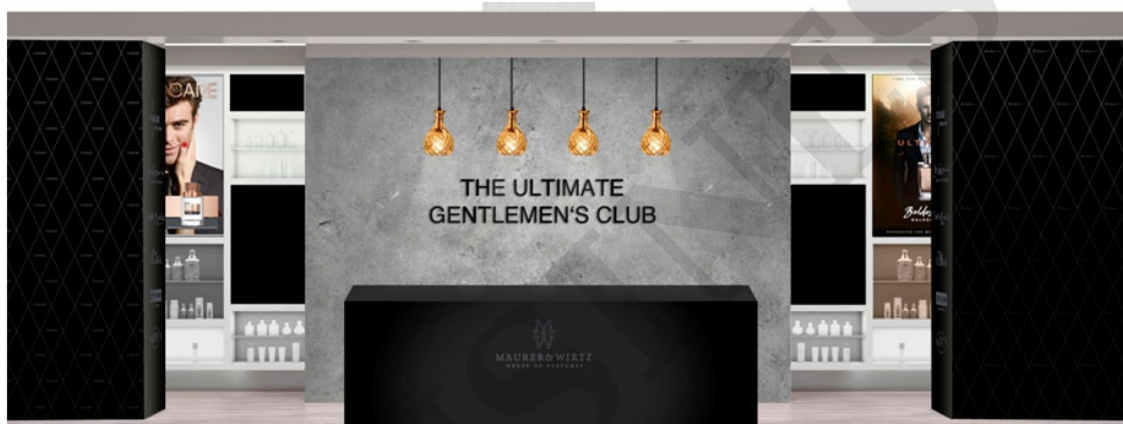
Mäurer & Wirtz to debut Baldessarini Ultimate

Mäurer & Wirtz will be exhibiting at Cannes this year (Green Village K-50) with a special focus on the men's fragrance and skincare market. The company will also take the opportunity to introduce new scent Baldessarini Ultimate.



Maurer & Wirtz says that the new scent offers the freshness of the Peruvian pink pepper tree and bergamot citrus, that contrasts with the masculine leather harmony of the base note'.

The Baldessarini Ultimate range comprises two different sizes of the Eau de Toilette as well as an after shave lotion, shower gel and deodorant stick.



The Mäurer & Wirtz stand in Cannes will reflect the companys focus on the mens skincare and fragrance market.

In Cannes, M&W will also showcase the Tabac Gentle Mens Care range, which offers a shower gel with a 3-in-1 special care formula for body, face and hair.

Jan Marcel Katuin, Director International Sales, Mäurer & Wirtz said "The men's skincare market is an often overlooked category with the minimum space dedicated to it in store.

We are offering uncomplicated products with a particular focus on skin type that fits neatly into any men's skincare and fragrance area.

Mäurer & Wirtz to debut Baldessarini Ultimate



M&W 4711 miniatures.