



DEPUIS 1758

December 2009

Newsletter

www.jesoquio.com

Issue no. 1

What's Hot?

The Newest technology in home fragrance is here!

The ReedEssence™ line is effective, cost efficient and smells amazing!

J&E Sozio would like to take this opportunity to wish all of our customers a happy & safe holiday season!

Please take a look at our quarterly news letter to see what is new and exciting in the world of J&E Sozio....

Frederic Braud
General Manager, J&E Sozio, Inc.



This line's top selling fragrances are:

- Fresh Linen
- Sweet Pea
- Cinnamon Latte
- Vanilla Crème
- Harvest Apple
- Meadow Mist
- Warm Woods
- Pomegranate
- Bamboo Blossom
- Guava Tangerine

ReedEssence™

At JE Sozio we take pride in being ahead of the curve when it comes to applications including reed diffusers, with all fragrances meeting VOC standards. We also sell a VOC compliant reed diffuser base (fragrance free) as well as a ready-to-use reed diffuser product fragranced with one of our many masterpiece fragrances.

REEDESSENCE™ is specially designed:

- As VOC Compliant; base or ready-to-use product.
- To evaporate completely within a 3 month period.
- To be low cost.
- With STRENGTH in mind.



Innovation

J&E Sozio, Inc. is proud to announce the introduction of their fully automated robots in their USA and European Locations.

In 2009 Sozio invested over a million dollars in two Cobra robots developed by Contexa (www.contexa.ch) to help productivity in production and the sampling process. This new machinery will not only save time but will help in the accuracy of the compounding process and is now fully operational.

This machinery allows us to dose liquids as well as powders; it is extremely efficient, accurate and innovative! Just one more way J&E Sozio, inc. is keeping our customer needs in mind.

For more information, please visit our website at: www.jesozio.com

Latest Presentations...

Everyday 2011- Candles

Everyday 2010-Personal Care

Green Living- I&I for 2010

Ecoscents™

ReedEssence™

The Organic World

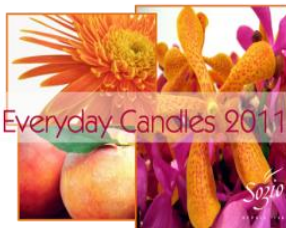
Fall & Holiday 2011 - Candle

Hair Care - Trend 2010

Absorbzio™

Green Living -Personal Care

Marketing Presentations



Everyday Candles 2011
A detailed look at the latest trends for
Everyday 2010 in Candles.



Personal Care 2010
A up close & Personal look at the
Personal care Market...



Green Living
A closer look at the natural & organic market within
the cleaning industry.



ReedEssence™
An in depth look at our most recent developments
within the Reed Diffuser market.

Going Green



The latest innovations
in green fragrances...

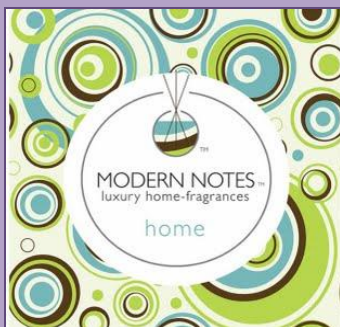
Green Innovation

J&E Sozio will be launching a complete line of DFE pre-approved fragrances for all of your green fragrance needs. Please take a look at the new CleanScents™ line... This line is scheduled to launch in the first quarter of 2010.

Cleanscents™ Wintermint
Cleanscents™ Clean Linen
Cleanscents™ White Blossom
Cleanscents™ Ocean Breeze
Cleanscents™ Green Floral
Cleanscents™ Tropical Medley
Cleanscents™ Peach
Cleanscents™ Melon Apple
Cleanscents™ Sassafras
Cleanscents™ Citrus Delight
Cleanscents™ Orange Splash
Cleanscents™ Very Berry

Customer Corner

Our very own Director
of sales quoted in
reference to world
famous perfumer
Spencer Krenke!



www.saintparfum.com



SEATTLE, Dec. 2 /PRNewswire/ -- Spencer Krenke is well known within the luxury, progressive and innovative home-fragrance and beauty industry as a "Rebel Nose" perfumer, credited with one of the original Aromatherapy brands in the 1990's, and many of the most successful home-fragrances at the world's leading luxury retailers.

"It's really quite simple, but not easily achieved," says Jack Stanaszek, a fragrance industry expert with J.E. Sozio Fragrances in New Jersey. "Luxury Home-Fragrance consumers adore his fragrances, but they're spending less. Add to that, Spencer recognizes that affordably priced home-fragrance product consumers are becoming increasingly bored with status quo fragrances, and he's uniquely qualified to once again turn the industry around. I watched Spencer take an unknown term (Aromatherapy) and make it a household staple in the 90's. He's not only a remarkable perfumer; he's got an intuitive ability to clearly see what others miss, like the boredom and lack of quality that exists in affordable home-fragrances. I've had the opportunity to partner with Spencer Krenke in the development of his newest brand, and I feel this is his best work yet. Given his past 15 year success with over \$200 Million in retail sales for his unique fragrances, that's saying something," says Stanaszek.

Customer Corner



PALETTES®
BY TOD YOUNG

www.todyounginc.com

PALETTES®

BY TOD YOUNG

There are two qualities that enhance the beauty of your home. One you can see. And one you can't.

But both represent the essence of a warm and elegant environment. And now they are entwined for the first time.

Tod Young, the celebrated designer, has created the Palettes® Collection of Home Fragrances inspired by the color arrangements you have chosen because he believes that fragrance is more than an adornment. It is an essential element for exceptional home décor. But until now no one had thought of coordinating the colors of your rooms with exquisite fragrances that capture the essence of those color combinations.

At J&E Sozio, we are working exclusively on the fragrance development for the Palettes line.

Customer Corner



www.livingproof.com

Living proof.™

Inventing new materials and technologies takes time and tremendous effort. The discovery of our ground-breaking anti-frizz technology began more than four years ago with the realization that just about everything on the market uses the same dated technology to fight frizz. Setting out to solve frizz for good was an incredible journey for everyone at Living Proof - for our scientists, our industry experts, and, well, for all of us. But frizz was just the beginning.

The fragrances for this line have been created by J&E Sozio's Chief Perfumer, Dominique Bouley...



Sozio

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Contact Us!

Want more information about the latest from J&E Sozio Fragrances?

We would love to hear from you!

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