

## A fresh idea from Tesco

- 13/10/2003 - The UK's leading supermarket chain

**Tesco has brought freshness, fragrance and functionality together to form Freshorize, a new three-in-one fragranced handwash, air freshener and fragrance gel designed to get rid of unwanted odours without the need for a separate air freshener.**

Packaged in an attractive frosted bottle, its marine coloured liquid is easy to dispense with a push of the dispensing pump which simultaneously releases an aerosol, releasing a burst of freshness into the air, the company said in a statement this week.

The bottle also features a gel fragrance slip 'discreetly inserted in a flap at the rear' releasing a continuous background aroma for up to 30 days.

Priced at £2.99 (€4.22) for a 250ml bottle, Freshorize is available at Tesco stores in the UK.

Featured at <http://www.cosmeticsdesign.com/news/ng-nocache.asp?id=11262>