

# The sweet scent of success

Nothing sells a fragrance like the endorsement of a super-successful celebrity. In recent years the big players in the cosmetics industry – valued at over \$200 billion – have rushed to recruit stars who boost sales, while the A-listers themselves can rake in millions from lucrative deals

## COTY

**David Beckham:** *Instinct*, launched Nov 2005, is expected to generate around \$50m in its first year



## ESTÉE LAUDER

**Sean "P Diddy" Combs:** Highly-concentrated version of *Unforgivable* limited to 1,500 bottles, costing \$300. \$55 version on sale Feb 2006

## PARLUX

**Paris Hilton:** Range of branded perfumes and luxury goods made \$11m in 2004



## Elizabeth Arden

**Britney Spears:** Her fragrance, *Curious*, made \$36m in first four months after Autumn 2004 launch