

AYRES, the essence of Passion

14/11/2013



Some cosmetic products have the power to make you travel far.

AYRES has this property. AYRES, like "Buenos Ayres" in traditional Spanish.

Alejandro Rasic launched AYRES after working nearly two decades in the luxury fragrance and cosmetics industry for top brands such as Estee Lauder, Kenzo and Givenchy Parfums. Drawing inspiration from the sights, sounds and scents of Buenos Aires, AYRES products are made in the USA with all naturally derived ingredients

and infused with pure essential oils. This collection features the following items : body lotion, shower cream, body polish, body butter and bar soaps to cleanse and nourish your skin while providing you with the benefits of aromatherapy. "Buenos Aires Tango bars are our inspiration. Like tango and the city: AYRES is sophisticated, feminine, intriguing and sensual".

Since its foundation, Buenos Aires has been a unique blend of European sophistication, Latin passion and the Pampas greens breathtaking nature. Tango and Buenos Aires cafes are the greatest manifestation of this mixture of culture and nature. Buenos Aires means "fair winds". Winds that take us away into an imaginary world of mesmerizing aromas and naturally derived textures. Aromas that carry us away to an unforgettable vacation in Buenos Aires, an early morning walk through the endless pampas, or a drive through Patagonia's blue lagoons. AYRES Brings a Latin touch to the beauty world.

Three collections, sources of inspiration at SPAMEETING and COSMEETING

Alejandro Rasic will visit SPAMEETING Autumn and COSMEETING Business Meetings with aims to meet distributors and retailers in China, Middle East and Russia, and to introduce the brand to high-end spas and the amenities to 5 star hotels in the region. AYRES is distributed in the USA, Mexico and Argentina.



He will present there his three collections, that make the consumer dive into different magic atmospheres : Midnight Tango, Pampas Sunrise and Patagonia.

Midnight Tango releases a sensual combination of sweet vanilla, orange blossom, rosemary and ylang.

Pampas Sunrise awakens the senses with Lemongrass, mandarin, lime, lemon blossom, bergamot, patchouli and spearmint, while an exotic background of cedar wood releases an irresistible, musky scent.

Patagonia delivers a fresh aroma of lavender, jasmine, bergamot, ylang-ylang, oakmoss, patchouli and fir.

Each collection includes a Body Lotion, A shower Cream, A body Butter, a Body Polish and a bar Soap, leaving the skin perfectly hydrated (thanks to ingredients like shea butter, jojoba oil, coconut oil, natural emollients, vitamins A & E...), and wonderfully scented.

To complete the collection, two scented Candles are available: the energizing one brings an invigorating splash of lime and mint is perfectly complemented by a fresh breeze of thyme.

The Calming Scented Candle gives the reminiscence of a balmy summer's day, with the delicate floral scents of rose, jasmine and orange blossom combined with the soothing tones of sandalwood. It inspires complete relaxation and serenity.

All products are 100% made in the USA.

Ayresbeauty.com