



TryFirst, powered by vivabox, is two gifts in one. To start it's a sampling of the season's hottest perfumes and colognes, then a second gift where the receiver gets to redeem a gift card/coupon towards a full bottle of his or her favorite scent! TryFirst is available during the 2010 holiday season exclusively at CVS and selected Target locations nationwide.

TryFirst at CVS

Celebrity Fragrance for Her First, enjoy a selection of the hottest fragrances. Then, pick your favorite scent while learning about the notes in the scent guide. Gift card is \$20 towards your favorite perfume. \$19.99 Includes: *WHITE DIAMONDS ELIZABETH TAYLOR*, *curious Britney Spears™*, *fantasy Britney Spears™*, *M by Mariah Carey*, *Britney Spears™ believe*, *Mariah Carey's Luscious Pink*, *Britney Spears™ CIRCUS fantasy*, *Forever Mariah Carey*

Celebrity Fragrance for Him Choose from our 8 popular colognes specifically selected for the modern man. Redeem the enclosed \$20 gift card towards a bottle of cologne. \$19.99 Includes: *PS*, *Curve Crush for Men*, *Curve for Men*, *USHER*, *DRAKKAR NOIR*, *ELIZABETH TAYLOR'S PASSION FOR MEN*, *9IX Rocawear*, *USHER VIP*

Classic Fragrance for Her For timeless aromas, this vivabox features a selection of 8 classic scents to try upon opening the box. The \$20 gift card is redeemable towards a bottle of perfume from the collection. \$19.99 Includes: *ELIZABETH TAYLOR'S PASSION*, *RED GIORGIO BEVERLY HILLS*, *Curve Crush for Women*, *LIZ claiborne*, *Elizabeth Arden RED DOOR*, *Giorgio BEVERLY HILLS*, *White Shoulders*, *HALSTON NATURAL*

TryFirst at Target

Fragrance for Her Try the 6 enclosed vials to discover your favorite scent while experiencing something new. Receive a coupon for \$15 towards any of the perfume sampled. \$14.99 Includes: *Britney Spears™ CIRCUS fantasy*, *Curve Crush for Women*, *fantasy Britney Spears™*, *Forever MARIAH CAREY*, *Lucky You LUCKY BRAND*, *WHITE DIAMONDS ELIZABETH TAYLOR*

Fragrance for Him Discover your favorite scent with deluxe 6 vial sampler of the top colognes. Use the enclosed coupon for \$15 towards any of the included fragrances. \$14.99 Includes: *9IX Rocawear*, *Curve Crush for Men*, *Curve for Men*, *tommy*, *USHER*, *USHER VIP*



Vivabox combines the freedom of choice with the personal touch of a real gift. These are unique gifts where the recipient discovers a gift inside, experiences a sample of something new, and redeems the gift card for their choice from a menu of items. Vivabox stands out from the crowd by being more than just a gift...an unforgettable gift experience. Vivabox is the parent company of TryFirst in the USA. For more information, visit www.VivaboxUSA.com.

PRESS INQUIRIES: For samples or high res images, please contact Tina McCormack at 301-585-5034 or tina@cfoxcommunications.com. Online press kit at www.cfoxcommunications.com/vivabox.