

BOSS
 HUGO BOSS

MAKING A SPLASH

Victory is in the air as BOSS In Motion Limited Edition celebrates a very special summer

Summers like this don't come around very often. You know the stats by now – 64 national teams, 12 cities, more than 1,000 players, 23, erm, referees... it's the biggest football tournament in the world, gentlemen, and it's a dynamic, intoxicating burst of irresistible colour and hard-knock, man-to-man competition the likes of which you've never seen before.

BOSS In Motion introduces the latest Limited Edition fragrance from the classic arbiters of style, BOSS, on sale for a strictly limited period in 2006 and coinciding with the very special, once-every-four-years intensity of an international football-fuelled summer. The original BOSS In Motion scent, much like the beautiful game, is available all year round. As this summer's football extravaganza builds to a dynamic climax, BOSS In Motion Limited Edition prepares you for winning.

The ball-inspired bottle has the same sleek, modern simplicity of the BOSS In Motion original, but the striking metallic black and orange design contains an appropriately energetic fragrance that radiates male vitality. It says winning, and above all, winning in style.

The scent inside is fresh and spicy, with crisp citrus top-notes and a heart of tobacco and vanilla notes. A distinctive side of ginger cools the fragrance to lend it a particularly summery feel. The mellow, woody base gives the wearer a feeling of self-assured masculinity.

What's more, if you buy a 90ml BOSS In Motion original or Limited Edition during May, you'll receive a free 100ml shower gel. It's a summer for getting out, getting behind your team, and sniffing out the fragrant aroma of victory. Make the most of it.

WIN AN EXCLUSIVE FOOTBALL EXPERIENCE

For an opportunity to win an exclusive football experience, log onto to www.menshealth.co.uk/bossmotion, where you can win the chance to watch a potentially group-deciding fixture of England v Sweden with 10 friends at a very special BOSS In Motion Limited Edition screening and party on Tuesday 20 June. The event will be held at an exclusive London venue, and will be followed by a party to celebrate (or commiserate) late into the night and five star accommodation.

BOSS IN MOTION
LIMITED EDITION
NEW FRAGRANCE FOR MEN