



GENESO®

**METAPHYSICAL
EXTRAIT DE PARFUM**



*French natural fragrances,
handcrafted in small batches.*

**WHOLESALE & RETAIL
PARTNERSHIP**

PROFESSIONAL INFORMATION · 2026–2027

A personal fragrance discovery

GENESO® is a collection of **16 natural fragrances** inspired by the **chinese metaphysics Yin & Yang polarities**

Each customer's birth date guides them towards a distinctive olfactory profile and a fragrance with personal meaning.

8 YIN

Intuitive · Enveloping
Contemplative

8 YANG

Vibrant · Expressive
Radiant

THE DISCOVERY RITUAL

- Identify the customer's personal Gua from their birth date.
- Introduce the corresponding YIN or YANG fragrance.
- Experience the composition first on paper, then on skin.
- Create a memorable recommendation and a meaningful purchase.



A complete in-store experience

GENESO® creates a natural conversation between the retailer and the customer — supporting personalised advice, emotional engagement and customer loyalty.

MAISON POLONI PROVIDES

- The complete collection of 16 natural fragrances
 - 16 fragrance testers and discovery samples
 - English brochures and individual fragrance descriptions
 - Gua identification guidance and a sales protocol
 - Retail team training and ongoing commercial support
 - Merchandising materials: glass cloches, wooden support, kakemono, posters...
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RETAIL OPPORTUNITIES

Independent perfumeries · Natural beauty concept stores
Premium lifestyle stores · Selected specialist retailers



GENESO® starter package

RECOMMENDED STARTER PACKAGE

80 UNITS

5 bottles per fragrance

€30 excl. VAT / unit

Opening order €2,400 excl. VAT

Gross profit €44 / unit · 59.5%

REFERENCE RRP

€88.80 incl. VAT

€74 excl. VAT · 30 ml

INCLUDED

16 testers + 80 samples

Sales tools · Training · Retail support

ALTERNATIVE OPENING ORDERS

DISCOVERY

48 units · 3 per fragrance

€33 each · €1,584 excl. VAT

€41 profit/unit · 55.4% margin
Tester contribution applies

PARTNER

160 units · 10 per fragrance

€27 each · €4,320 excl. VAT

€47 profit/unit · 63.5% margin
16 testers included

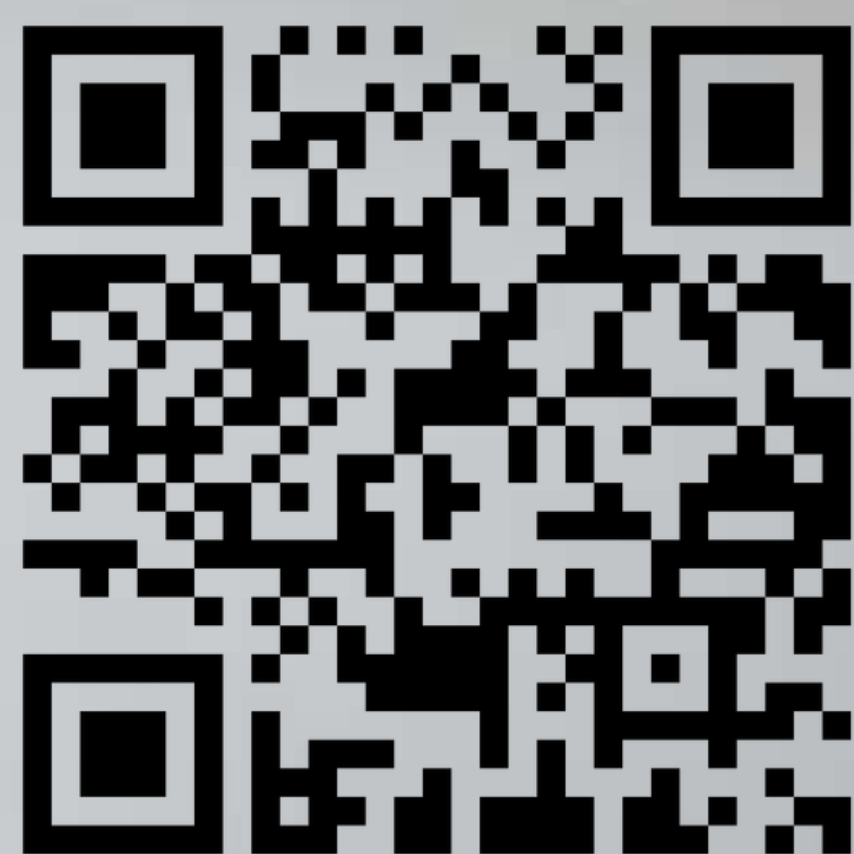
PAYMENT & REORDERS

Recommended package payable in 3 instalments of €800 excl. VAT. Reorders from 12 mixed units, with no minimum per fragrance. Shipping charged separately.

RRP shown for France; adapt to local VAT and currency. Sale-or-return may be considered for selected strategic retailers, subject to agreement.

START WITH THE COMPLETE GENESO® COLLECTION

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