

# Launch of venus scents for women essay example

[Business](#), [Company](#)



Adonis Industries is launching Venus scents for women into the market. The company which produces the Adonis range of male deodorant products is now branching into female scents. Venus Scents will be a range of deodorants designed to guarantee 24 hour freshness and confidence for women. Launch the product, which will come in three variants of ocean breeze, summer sweet and spring free will, into the market today.

Venus Scents have been designed with the active young woman in mind. The product provides the freshness and confidence a woman would need after a stint at the gym, a long day at work or a picnic in the park. This range of deodorants guarantees 24 hour lasting scent freshness and efficiency even after intense physical activity even in summer. The three variants were designed with nature as the inspiration. Venus scents imitate the freshness of the sea breeze and summer and the vibrancy of spring.

Adonis Industries is the company that produces Adonis Heat the official deodorant for Miami Heats the basketball team. The company also produces Adonis Magnet a deodorant which is marketed as a product that attracts women to men; both deodorants take up 38% of the market share. The company's products have been leading since its inception in 2010 and are still immensely popular.

Adonis Industries remains committed to producing quality personal care products especially deodorants. The company has invested \$10 million in research and development of its products. Before a brand is released, rigorous testing is done to guarantee product performance in terms of quality and safety. Future plans are to expand the company's range of

products into other personal care products such as perfumes, after shave, shower gels and shampoos.