



Ladies & Gentlemen: Start your engines, you no longer have to smell them! Straight from the set of an award winning Stunt woman, luxury air care for that hi caliber car, including one hidden perk.

Whippt, Inc., the production of a southern California Stunt woman, has developed with care and precision a line of exciting scents for the luxury automobile, travel under the name CARomatherapy. CARGO, the men's magazine, will be highlighting the product in their September issue.

([PRWEB](#)) July 18, 2005 -- There now is absolutely no reason the automobile cannot smell as cool as its driver...announcing the very first high caliber fragrance line-up for vehicles. This new line of exotic scents will invigorate the senses as well as energize the many hours spent on the road.

This innovative car accessory is the production of a southern California Stunt woman and her company, WHIPTT, which has just announced the public unveiling of the fragrance library for not only luxury vehicles, but also travel and the workspace, too.

Developed with care and precision a line-up of 19 explosive scents, in 2 sizes and includes one unexpected hidden treasure, which hits the road under the name CARomatherapy. After 13 months of continued research and sampling from over 30 fragrance houses across the country, the final line-up, which previously was sold only to movie cast and crews, is raring to go for everyone. Drop the flag, lift the gates, on your mark...get set....GO!

According to a survey by Unity Marketing (JUNE 2005) a whopping 80% of all Americans surveyed professed to purchasing some form of home fragrance enhancer as well as a cologne/perfume for the body, with many of us spending more 'awake' time in our car, than in our home, the need for this line is long overdue.

CARomatherapy is designed especially for the automobile aficionado in us all, that lives a busy lifestyle, use it in the car, at work, traveling or where ever you may find yourself. Inspired by the dreams of a professional Stunt woman, this unique spin of using spectacular fragrances in vehicles seems only natural. The hallmark of the line? Using high caliber fragrance oil blends, that leave nothing but the scent to enjoy. No residue. No toxins. No harshness. All fun.

CARomatherapy creates a new world that begins with a unique approach to the fragrance design process, for each fragrance there are a TRIO of inspirations used to develop each scent, so that each one elicits feelings of joy, as well as pleasure by sparking a memory associated with one of its inspirations. The perfumer used an exciting "LOCATION", an invigorating "SPORT", and a well designed "CAR" to tell each scents story. For example #118 PHROSTED PHERARRI was developed to evoke memories of carnivals & theme parks as the locale, summer Softball games as the sport, and of course the Ferrari Scaglietti as the inspiring car. From this, the creation of pure fragrances that come to life once sprayed, was born. It is not about using this fragrance to cover-up, its about using the aroma's to elicit feelings, pleasure, and fond memories. In America the car has become a form of trademark, now with the addition of a personal scent it is possible to create an unforgettable total trademark package.

The product formulation is formaldehyde-free, alcohol-free, silicone-free, paraben-free, polysorbate-free and



proudly 100% vegan, while choosing an aluminum container exclusively for its quality as the most recyclable material on the planet. Stemming from the company concern for the environment and purity, the formula is a basic four ingredients with no strange fillers. Instead of alcohol or silicone, the perfumer chose bottled distilled mountain spring water for safety.

The emulsifier (blends oil with water) is a brand new, patent-pending, 'food-grade' (safe enough to ingest - but don't!), and naturally derived from the coconut...formula.

Ever found yourself leaving the gym for an unexpected lunch or dinner? How about a surprise visit from an old friend? That shiny bottle in the glove compartment can be used in a pinch! The product is FDA> safe and gentle enough to wear on the skin and the quality can supersede even the best designer colognes, a convenient surprise for all to enjoy.

In addition to the existing library, Whippt is also offering custom designed fragrance development for corporate branding, which is appropriate for a wide range of businesses, celebrities, brands, films, etc...using a unique questionnaire that dissects and analyzes a company, brand or person, much the same way a fragrance is designed for and carries the name of a celebrity. With one spritz of the great scent, a recollection of its origin, is sparked.

The product is available now in two sizes 2 & 4 ounce which have a suggested retail price of \$16.95 & \$28.95. An authentic chrome wheel display unit comes with an opening order special for retailers...which is a fantastic conversation piece & engineered to hold 21 bottles of product on 14 inch square (plastic) wheel display, for a perfect presentation.

for additional information

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