



## Santa's Little Helper!

Vivaboxes have this years Christmas shopping all wrapped up!

Many find Christmas shopping a nightmare, traipsing from shop to shop, fighting through the crowds of irate shoppers all of whom are trying to find the perfect gift, often leaving with nothing but a pair of socks and a bottle of bubblebath. These can be testing times, but not this year as this Christmas, 'Vivaboxes' have created a range of unique and innovative products that offer the perfect solution to the biggest predicament of the festive period; what to buy that special person? No need to spend hours trawling the high street worrying about looking like a Christmas 'Scrooge', buy them a Vivabox and let them make the decision. Your gift, their choice!

Every 'Vivabox' comes with a selection of samples for the recipient to experience and enjoy and a redeemable voucher for the full size product of their choice from the selection. Opting for either the Fragrance, Magazine Subscription, Whisky or Champagne, a 'Vivabox' is an ideal gift, even for the person who has everything.

**Fragrance Vivabox:** Select your new favourite fragrance this festive period with Vivaboxes. The Fragrance Vivabox, available for both men and women, contains an array of the best selling classic and current scents. It allows the recipient to discover and enjoy 10 different fragrances and choose their favourite scent before collecting a full size bottle from the selection, at The Perfume Shop store.



**Magazine Vivabox:** Whether a fashion fiend or a petrol head, Vivaboxes is sure to be a hit. Help side step the boredom of the Queens Christmas speech this year and give a Magazine Subscription Vivabox. It's so simple. The recipient can browse through sample magazines across a range of the best selling titles before choosing their preferred publication. Send the completed voucher off in the post or log on to the web to subscribe and sit back and wait for the first issue to arrive!

**Whisky Vivabox:** Have a merry malt Christmas this year and give that whisky lover the perfect gift. The Whisky Vivabox allows the recipient to have a wee dram, sampling the flavours of Scotland's Highlands, Lowlands, Speyside and Islay before collecting a full bottle of their favourite from the selection, at any Oddbins store. Don't get a 12 year old Bowmore confused with a 10 year old Glenfarclas, simply let your loved one choose their favourite tiple.



**Champagne Vivabox:** Bring some fizzy fun to the festive season with a Champagne Vivabox. The perfect gift for the classier of tastes, the Champagne Vivabox allows the recipient to experience and enjoy a quarter bottle of premium bubbly, including Piper Heidsieck, Laurent Perrier, Charles Lafitte and Pommery Champagne before collecting a full bottle of their favourite from the selection, at any Oddbins store. So if there are doubts whether it's Laurent or Charles that's their preference, by giving a Champagne Vivabox the choice is in their hands.

A Vivabox is like two gifts in one. All Vivaboxes contain a selection of samples from top brands for the recipient to experience and enjoy on Christmas morning and a voucher for the full product of their choice from the selection.

So if you hate to see that disappointed face on a loved one after they get through the layers of wrapping paper, give them a Vivabox. Your gift, their choice.

- Ends

#### Note for Editors

#### Fragrance -

- Fragrance Vivaboxes are available exclusively at The Perfume Shop and on-line at [www.vivaboxes.com](http://www.vivaboxes.com) and via [www.redletterdays.co.uk](http://www.redletterdays.co.uk), [www.thanksdarling.com](http://www.thanksdarling.com) and [www.daystoamaze.co.uk](http://www.daystoamaze.co.uk)
- Voucher redeemable at The Perfume Shop retailers
- 1 voucher to be exchanged for 1 bottle from the selection of 10 fragrances
- Female Fragrance Vivaboxes contain ten samples of fragrance including - Calvin Klein Euphoria, Diesel Fuel for Life, Giorgio Armani Code, Ghost Anticipation, Hugo XX, Lacoste Touch of Pink, Mariah Carey M, Paco Robanne Ultraviolet. Ralph Lauren Romance and Sarah Jessica Parker Covet
- Male Fragrance Vivaboxes contain ten samples of fragrance including - Boss Bottled, Calvin Klein Euphoria men, Carolina Herrera 212 Sexy men, Diesel Fuel for Life, Giorgio Armani Armani Code, Hugo XY, Joop Go!, Lacoste Elegance, Ralph Lauren Polo Explorer and Sean John Unforgivable
- RRP: £29.99 (plus P&P if purchased on-line)

#### Magazine -

- Magazine Subscription Vivaboxes are available exclusively at Boots retailers and can be purchased via the Vivaboxes website [www.vivaboxes.com](http://www.vivaboxes.com), [www.boots.com](http://www.boots.com), [www.thanksdarling.com](http://www.thanksdarling.com) and [www.daystoamaze.co.uk](http://www.daystoamaze.co.uk)
- 1 voucher to be exchanged for a 9 month subscription for the magazine of your choice from the selection.
- Magazine Subscription Vivaboxes for Him contain 6 mini magazines including FHM, Car, Empire, Q, Arena and Today's Golfer.
- Magazine Vivaboxes for Her contain 6 mini magazines including Marie Claire, In Style, Essentials, Ideal Home, Woman & Home and Homes and Gardens.
- RRP: £29.99 (plus P&P if purchased on-line)

#### Whisky –

- Whiskey Vivaboxes can be purchased online via the Vivaboxes website [www.vivaboxes.com](http://www.vivaboxes.com), [www.thanksdarling.com](http://www.thanksdarling.com), [www.redletterdays.co.uk](http://www.redletterdays.co.uk) and [www.daystoamaze.co.uk](http://www.daystoamaze.co.uk).
- Voucher redeemable at any Oddbins retailer
- 1 gift voucher to be exchanged for 1 full bottle (0.75litre) from the selection
- Whisky Vivaboxes contain four mini-bottles (50ml each) of Glenfarclas - 10 Year Old Speyside Single Malt Whisky, Auchentoshan - 10 Year Old Lowland Single Malt Whisky, Bowmore - 12 Year Old Islay Single Malt Whisky, Glenmorangie - 10 Year Old Highland Single Malt
- To find the nearest Oddbins store, visit [www.oddbins.co.uk](http://www.oddbins.co.uk)
- RRP: £30 (plus P&P)

#### Champagne –

- Champagne Vivaboxes can be purchased online via the Vivaboxes website [www.vivaboxes.com](http://www.vivaboxes.com), [www.thanksdarling.com](http://www.thanksdarling.com) and [www.daystoamaze.com](http://www.daystoamaze.com)
- Voucher redeemable at any Oddbins retailer
- 1 voucher to be exchanged for 1 full size bottle (0.75litre) from the selection
- Champagne Vivaboxes contain four mini-bottles (200ml each) of Piper Heidsieck, Laurent Perrier, Charles Lafitte Blanc De Noirs NV and Pommery Brut Royal NV
- To find the nearest Oddbins store, visit [www.oddbins.co.uk](http://www.oddbins.co.uk)
- RRP: £45 (plus P&P)

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