ORA
fragrance

EXCLUSIVE GUIDE

THE ART OF MAGNETIC PRESENCE

How to smell and feel irresistible



FORMULATED IN GRASSE · INFUSED IN DUBAI

01

THE FIRST IMPRESSION: 30 SECONDS THAT DECIDE EVERYTHING

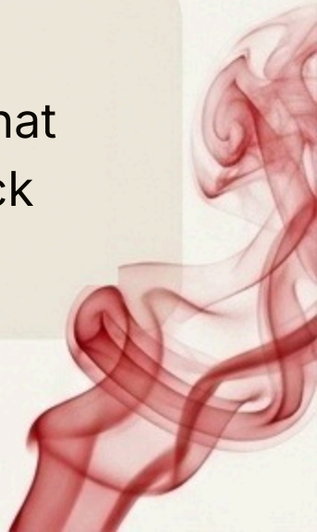
Before you say a single word, people have already formed an opinion of you. In under 30 seconds, the brain processes your posture, your gaze, your energy... and your scent.

Smell is the only sense wired directly to memory and emotion.

A good handshake is forgotten, but a great scent stays. When you walk into a room smelling good, your presence has already spoken for you.

THE ORA KEY

Apply **ORA** 10 minutes before heading out. That way the top notes settle, and what people pick up is your signature.



02

PRESENCE WITHOUT SAYING A WORD

Attraction isn't about perfect lines. It's about how you take up space. The most magnetic men share three codes:



POSTURE

Shoulders back, chest open, no rush.
The man who takes his time projects control.



GAZE

Hold eye contact one second longer than feels comfortable. That's where tension is born.



CALM

Speak more slowly. Rushing betrays nerves;
a pause conveys confidence.

Your fragrance is the scent version of good posture.
It doesn't shout. It gets noticed.

THE ORA KEY

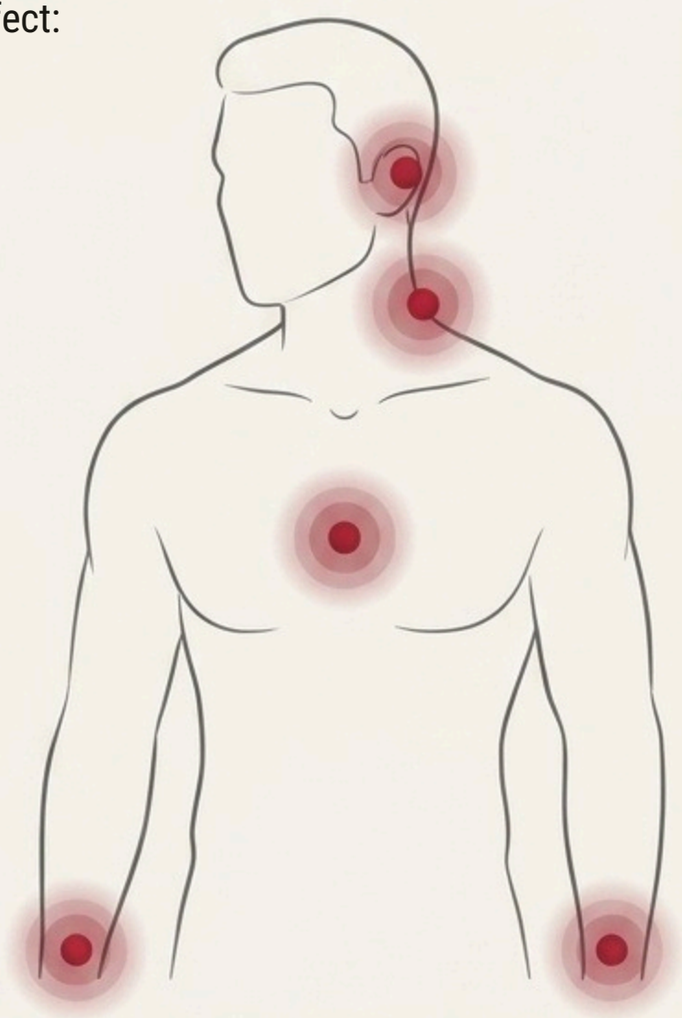
Two sprays are enough. Let them come closer to discover you.

03

THE POWER OF YOUR TRAIL: WHERE AND HOW TO APPLY ORA

ORA is an extrait de parfum: the highest concentration in perfumery. These are the zones that multiply its effect:

- **THE NECK**
  The prime zone. The warmth of your pulse spreads the scent.
- **THE WRISTS**
  Apply without rubbing. Rubbing breaks down the molecules.
- **BEHIND THE EARS**
  The intimate spot: only those who come close will notice.
- **THE CHEST**
  The scent rises with your body heat for hours.



THE ORA KEY

Moisturized skin = longer-lasting fragrance. Apply to clean, dry skin.

04

PHEROMONES: YOUR INVISIBLE EDGE

ORA is infused with a complex of three pheromones backed by more than 20 years of research.
They don't replace your presence: they amplify it.



ANDROSTENONE

The code of masculinity.
Projects dominance and confidence.



ANDROSTADIENONE

The seduction spark.
Associated with attraction and tension.



ANDROSTENOL

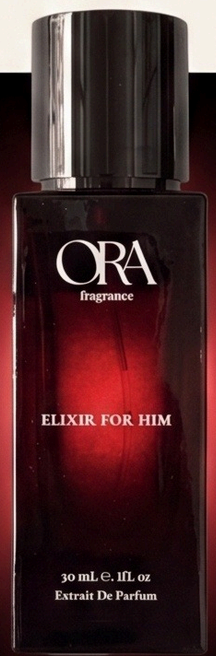
The social magnet. Encourages closeness, trust and connection.

Science does its part. You do yours: posture, gaze, calm.
When the two come together, you don't go unnoticed.

05

THE 5 MISTAKES THAT KILL YOUR IMPACT

1. **Overspraying.** More isn't better: it overwhelms and repels.
2. **Rubbing your wrists.** It breaks the molecules and kills longevity.
3. **Spraying it on your clothes.** Fragrance lives on your skin.
4. **Applying it right as you leave.** Give it 10 minutes to settle.
5. **Mixing it with heavily scented deodorants.** They compete with your signature.



YOUR PRESENCE. YOUR SIGNATURE. YOUR MOMENT.

Formulated in Grasse, infused in Dubai.

UP YOUR GAME — ora-fragrance.com