

**LAUNCH OF CLARA PERFUME
FOR THE BENEFIT OF LES GRANDS BALLETS CANADIENS DE MONTRÉAL**

Montreal, September 29, 2010—Claude André Hébert is pleased to join forces with **Les Grands Ballets Canadiens de Montréal** in launching a perfume for girls inspired by young **Clara** from *The Nutcracker* ballet. This is the first perfume created for the ballet company. Twenty per cent of the profits will go to the company's **Nutcracker Fund for Children**.

The story of a perfume

Known for creating perfumes inspired by stories, Claude André Hébert developed this perfume from fragrances evoking the sweetness of Clara and the enchanting world of *The Nutcracker*, as well as the piquancy of the holiday season. Rosewood, gardenia, honey, fig, iris and musk are among the fragrances combined in this perfume, which suggests the gentleness, kindness and discipline of Clara, together with the magical and festive world of the ballet.

In aid of The Nutcracker Fund for Children

Twenty per cent of profits will go to **The Nutcracker Fund for Children**. Established thirteen years ago by Les Grands Ballets Canadiens de Montréal, this fund allows 1,800 schoolchildren from disadvantaged communities in Greater Montreal to attend a performance of *The Nutcracker* every year. In addition, preceding the production, educational and artistic activities (workshops in literature, visual arts and introductory dance) are offered to nearly sixty classes from the Montreal area.

On sale at The Nutcracker Market

The launch of Clara Perfume will take place on November 24, 2010 at 5:30 p.m. at the Palais des congrès de Montréal, during the pre-opening cocktail party for The Nutcracker Market, and will be on sale for \$45 at this event until December 5, 2010. It will then be available at the sales outlets of Claude André Hébert (Lola et les autres, 165 Saint-Paul W.) and at Les Grands Ballets Canadiens de Montréal (4816 Rivard St.).

Claude André Hébert, a humanist perfumer

A perfumer with a humanist touch, Claude André Hébert offers unique olfactory adventures. After working with the world's foremost perfume houses, including Thierry Mugler, Claude André Hébert launched his own line of perfume, six for men and six for women, each representing a continent and each made from raw materials specific to that continent. He has also created fragrances for Tibet and for the 400th anniversary of Quebec City.

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