

= Elixir ( perfume ) =

Elixir is a women 's fragrance by Colombian singer songwriter Shakira , developed in a collaboration with international fashion company Puig . After the release of her first two fragrances , Puig enlisted several perfumers to work on Shakira 's third fragrance , which she claimed would capture her " most sensual and exotic side . " The final product was Elixir , an oriental perfume based on various spicy and woody sources . The flacon of the perfume is inspired by apothecary bottles and is made to resemble a magical potion , featuring a light golden colour scheme .

Shakira launched the fragrance at a press release in São Paulo , Brazil , in July 2012 . Additionally , Jaime de Laiguana directed a commercial for the fragrance , which was filmed in the Sahara desert in Morocco . In August 2013 , Wild Elixir was released as a flanker fragrance to Elixir . The floral oriental perfume is similar to the original one in appearance but features a variation in the colour scheme . It was promoted through a commercial which features Shakira encountering two cheetahs in an arid landscape .

= = Development = =

= = = Background = = =

In 2008 , international fashion and fragrance company Puig announced that it had formed a partnership with Shakira and had signed an agreement " to develop a line of signature products produced with and inspired by the artist " . The first product to appear was S by Shakira , which was released in September 2010 , followed by S by Shakira Eau Florale .

After developing her first two fragrances , Puig began working on Shakira 's third perfume and enlisted Alexandra Kosinski and Sonia Constant , perfumers from Swiss fragrance manufacturer Givaudan , to collaborate with Elisabeth Vidal , a perfumer from Puig . Vidal had previously worked with Shakira on S by Shakira Eau Florale . The perfumers came up with the concept of a " second skin , " described by Shakira as a " fragrance that becomes a part of you . " In an interview with Women 's Wear Daily , the singer claimed that the scent would display her " most sensual and exotic side " and had seemingly been inspired by the deserts of Morocco .

= = = Scent and packaging = = =

Elixir belongs to the oriental olfactive family , which is known to contain intense and long lasting fragrances . The top notes of the perfume were described by Shakira as " floral and spicy " and include neroli , white pepper , and white flower ; the heart notes were said to be " velvety and fruity " and are based on the scents of flowers like freesia and paeonia , and apricot ; the base notes contain amber , benzoin , musk , sugar cane and white cedar wood . The ingredients of the perfume are mostly based on spicy and woody elements which overbear the sweeter floral elements . Shakira herself stated that the " sweetness " in Elixir was kept to a limited amount .

German packaging company Gerresheimer was hired to produce the flacon of Elixir . It is made of clear moulded glass and has a slender gold @-@ tinted neck . According to Jose Manuel Albesa , chief brand officer of Puig , it is inspired by the bottles used in the historic medical practice of apothecary . In an interview with Latina , Shakira revealed that she wanted to " depict the kind of bottle that was used in ancient times , but that looked modern and chic as well " and come up with a design similar to a magical potion , which is the definition of the word ' elixir ' . As the scent is inspired by the desert , she chose the tint of the bottle to be golden so that it can " evoke the memories of sands and sunsets " . The packaging of the fragrance was designed by Colombian artist Catalina Estrada and features colourful illustrations of various birds and leaves printed on a pale background .

= = Release = =

Released in late @-@ July 2012 , Elixir was made available for purchase exclusively in American department store chains Kohl 's and Sears . The two stores served as exclusive retailers of the fragrance for two months , after which it was released to mass market stores like CVS Caremark and Walgreens . Elixir was released in approximately 19 @,@ 000 stores in the United States alone . Elsewhere , Elixir was released in Eastern Europe , Italy , and Latin America . The perfume was aimed at a younger demographic , according to Albesa . Elixir was made available as an eau de toilette , and its prices ranged from US \$ 17 @.@ 50 to US \$ 36 with respect to the size .

Shakira launched Elixir at a press release in São Paulo , Brazil , on 17 July 2012 , where she discussed her inspiration behind the fragrance and its development process . The commercial for the fragrance was shot in the Sahara desert in Morocco by Jaume de Laiguana , who had previously directed music videos for various songs by Shakira , like " Loca " and " Rabiosa " . The advertisement features Shakira in the middle of the desert wearing a long skirt ; she opens a bottle of Elixir and performs a dance routine , attracting an eagle towards her which perches on her arm . A competition was held on the official website of the perfume to determine a winner who would be rewarded the long skirt Shakira wore in the commercial .

= = = Products = = =

Elixir was produced in the following range :

Eau de toilette spray - 15 ml / 0 @.@ 5 oz

Eau de toilette spray - 30 ml / 1 oz

Eau de toilette spray - 50 ml / 1 @.@ 7 oz

Deodorant spray - 150 ml / 5 @.@ 1 oz

Body lotion - 101 ml / 3 @.@ 4 oz ( available only in gift sets )

Lip balm - 15 @.@ 7 ml / 0 @.@ 53 oz ( available only in gift sets )

= = Reception = =

Samantha Lea from Latina praised the perfume 's versatility , saying it is suitable for use " whether you prefer fruity to floral scents or want your scent to transport you to a tropical beach " . She chose the usage of freesia and peony as the highlight of Elixir and included the perfume in her list of " Five Amazing Summer Scents and Perfumes " . Miranda Noland , an editor of the magazine , opined the Elixir gift set would " please any Shakira lover . " At the 2011 Academia Del Perfume Award ceremony sponsored by the Fragrance Foundation , Elixir won the award for " Best Female Perfume General Public Category " .

Industry analysts predicted that the perfume would make \$ 14 million through global retail sales in its first year . Twenty percent of this amount was credited to sales in the United States . In April 2013 , Puig released a press statement mentioning that Elixir had performed well commercially .

= = Wild Elixir = =

= = = Background and scent = = =

Wild Elixir was released as a flanker fragrance to Elixir on 25 August 2013 . Categorized as a floral oriental perfume , Wild Elixir features top notes of cassis and mandarin ; heart notes of honeysuckle flower , orange blossom , and peach fruit accord ; the base notes consist of benzoin resin , patchouli , and sandalwood . The flacon of the perfume is similar to the original one , but instead features a contrasting colour scheme of golden and black . The packaging was again designed by Estrada and features illustrations of flowers and wild cats set on a brownish orange background and is similar to the look of the African savannah .

The Russian edition of Cosmopolitan gave Wild Elixir a positive review , praising its packaging and

the choice of ingredients in the notes .

= = = Promotion = = =

On 23 June 2013 , Shakira released a teaser of the commercial for the fragrance along with a photo of her posing with two cheetahs . A full version of the commercial was released later . It begins with Shakira , dressed in a dark burgundy gown , coming across a pair of cheetahs in an arid desert region . The two animals , alarmed , commence running towards her in an effort to attack her . Shakira responds by raising her hand , which prompts the cheetahs to abruptly stop in their tracks . They are later seen prowling around her while she is standing atop a rock and a bottle of Wild Elixir is then shown placed on a log of wood . The official website of the perfume also features a game made to promote the fragrance and Shakira 's Barefoot Foundation .