

= Heat ( perfume ) =

Heat is a perfume endorsed by Beyoncé . It was created by her alongside Claude Dir and Olivier Gillotin of the company Givaudan . The product , which was released on February 3 , 2010 , uses the tagline " catch the fever " . The release was promoted with a cover version of " Fever " recorded by Beyoncé and a limited edition extended play ( EP ) also titled Heat . She also appeared at Macy 's Herald Square to launch the perfume and on The Today Show where she discussed about Heat .

The fragrance 's commercial , directed by director Jake Nava and released in December 2009 , spawned controversy for its sexually explicit imagery , and was only allowed nighttime broadcast in the United Kingdom . Macy 's sold US \$ 3 million worth of Heat between early February and early March 2010 . It received mixed reviews from critics , and it was nominated at several fragrance award ceremonies .

Heat was followed by five additional releases : Heat Ultimate Elixir meant to capture a more private side of the entertainer , Heat Rush intended as a daytime fragrance , Midnight Heat , a night fragrance , Heat The Mrs. Carter Show World Tour , a limited product dedicated to the tour of that name and Heat Wild Orchid , a floral update of the original . Each scent was followed with its own Eau De Parfum release and multiple gift sets . In 2013 , in addition to becoming the best @-@ selling celebrity @-@ branded fragrance line , the perfumes went on to become the third best @-@ selling fragrance worldwide with \$ 400 million earned at retail globally .

= = Conception = =

= = = Development = = =

In December 2009 , Beyoncé announced that she would release her first fragrance , titled Heat , the following year . Prior to releasing the fragrance , she had collaborated with Tommy Hilfiger on his perfume True Star in 2004 and Giorgio Armani 's Diamonds for which she also appeared in several promotional campaigns . Beyoncé created the fragrance in 2009 with the testing of its smell done by Coty , Inc .. Beyoncé presented Heat to her fans during backstage meetings on her I Am ... World Tour ( 2009 @-@ 10 ) . It was released in the United States on February 3 , 2010 . According to Beyoncé 's official parfum website , Heat is a " captivating fragrance that unleashes a spirited fire within . " It was also described as " a unique expression of a woman 's powerful sensuality : sexy , elegant yet feminine with an air of mystery " , summing up that the fragrance reflects " a self @-@ assured woman , who is not afraid to desire and to be desired . " Beyoncé 's official perfume website also described Heat as an " alluring [ and ] modern fragrance ... [ which ] embodies a compelling spirit " .

In a behind the scenes video , Beyoncé revealed the reason behind naming the fragrance Heat . According to her , it was because the scent comes off as " infectious " , further elaborating : " It 's like something you can 't get enough of . It 's hot , it 's sexy , it definitely makes you feel like you caught the fever . " She additionally stated that her favorite fragrance notes are red vanilla orchid , due to its " sexy " and " spicy " smell , and honeysuckle , due to its " sensual " and " sweet " smell . She concluded : " It was a lot of work but I was really really happy and I think it 's something I 'll be proud of 20 years from now . " During an interview with Teen Vogue , Beyoncé stated that she loved the perfume because it featured notes of orchid , her favorite flower . She further said that it was suitable for her alter ego Sasha Fierce as it was " fiery " .

= = = Packaging and scent = = =

Heat is packaged in a red triangular bottle . The top of the bottle is edged with a gold band and the words " Beyoncé " and " Heat " and the cap is etched with the letter B. The scent has been described as floral , fruity and woody , and it was marketed as both " feminine and irresistible " by the entertainer 's official perfume website . The fragrance is described as having top notes of vanilla

, magnolia , neroli and peach ; middle notes of almond macaroon , honeysuckle and musk ; and base notes with " a warm and sexy dry @-@ down " of giant sequoia milkwood , tonka bean and amber . Reviewers particularly identified tonka bean , neroli and almond , along with woody and floral notes . Following the release of Heat , Beyoncé described its bottle design , scent and inspiration in depth , as follows :

A lot of my performances have had fire involved , so we thought ' Heat . ' Also , red is one of my favorite colors , as is gold . So then we thought of making the bottle look like it 's on fire . I love antique bottles ? my mother had a collection of them when I was growing up . I wanted something with an antique yet modern feeling . Even with my wardrobe , I always try to find things that have a little bit of something vintage , yet still timeless and classic . The bottle , I felt , was a great mixture of the two ... Everything , from the bottle design to the name and the ideas for the commercials ? that 's me . When I commit to something , I do it 100 percent , and I 've never had [ creative control over a fragrance ] until this project . I learned a lot of great things from the past ? but I always asked myself , ' If I could have my own scent , what would it be ? ' I wasn 't worried about deadlines . It could have taken me three , four , however many years ? this was my first fragrance , and I wanted to make sure that it was something I would love forever .

#### Products

100 ml / 3 @. @ 4 oz

50 ml / 1 @. @ 7 oz

30 ml / 1 @. @ 0 oz

15 ml / 0 @. @ 5 oz

Body Lotion 200 ml / 6 @. @ 7 oz

Shower Gel 200 ml / 6 @. @ 7 oz

Sparkling Body Mist 125 ml / 4 @. @ 2 oz

= = Promotion = =

In November 2009 , the print advertising for Heat was shot by Michael Thompson , who described Beyoncé as " sultry " on the poster . The image shows her in a seductive pose and wearing a red satin dressing gown under the tagline " Catch the fever " . Thompson revealed in a behind the scenes look at the shoot for the fragrance , that he wanted to capture Beyoncé " in her true essence " , where she " generates heat " and is just " sensual and fun and full of energy . " A writer of Rap @-@ Up praised her look , saying that she was " burning up " the print . The advertisement was published in fashion , beauty and lifestyle magazines in February 2010 . On February 3 , 2010 , Beyoncé launched the scent at Macy 's Herald Square in New York City , where she posed for photos and signed autographs for fans . Heat was released in 2 @, @ 000 department and specialty store doors in the United States . The collection was also released in Canada and Latin America in February 2010 with additional global distribution in Europe , Asia and Australia in August 2010 . On February 9 , 2010 , Beyoncé appeared on The Today Show where she talked about Heat . From January 15 , 2011 to February 15 , 2011 , Seventeen magazine gave away 10 @, @ 000 free samples of Heat . A sample of the fragrance was given for each copy of the February 2011 issue of the magazine bought . A sample of Heat was distributed alongside each copy of Beyoncé 's live album , I Am ... World Tour ( 2010 ) and her fourth studio album , 4 ( 2011 ) . Industry sources estimated that Coty Beauty spent a total of \$ 20 million on advertising and promotion of the perfume the first year after its release .

= = = Commercial = = =

The television commercial for Heat was directed by Jake Nava , who previously directed Beyoncé 's videos for her singles " Crazy In Love " , " Baby Boy " , " Beautiful Liar " , " If I Were a Boy " , and " Single Ladies ( Put a Ring on It ) " . Trey Laird was the executive creative director , while Hans Dorsinville was the creative director of the video . Laird stated that the main theme of the commercial was that Beyoncé should appear " sexy and a little bit dangerous " , but in a "

sophisticated and elegant way ". Released on television channels in December 2009 , the commercial is set to Beyoncé 's cover version of " Fever " ( 2010 ) playing in the background . It features her in the same red satin kimono that she has worn on the print advertisement . The dress has been described as " revealing " . Beyoncé is seen sweating profusely in a steamy bathroom while in one of the scenes , she is seen seemingly enjoying herself in a bath .

Nava praised Beyoncé 's acting in the commercial , stating : " She 's so scorchingly hot that even when she touches the floor with her dangerous high @-@ heels , she kind of sets her world on fire . " In an interview with Women 's Wear Daily , Beyoncé described the sexual tone of the video stating : " ' It 's called Heat , so we wanted the ads to be really steamy and dewy . My sexiest moments are when I 'm just getting out of the tub or the shower and I 'm clean , so I wanted to incorporate that in the ads . The dress was this liquid @-@ y satin . The song Fever I did years ago and always loved it . [ For the commercial ] I got to sing it a bit more whispery , more natural . " " Fever " was re @-@ recorded by Beyoncé on two different occasions . Knowles first recorded her version of " Fever " on September 9 , 2003 for her film The Fighting Temptations . Before the release of Heat , she recorded " Fever " again for the fragrance 's television commercial . After the launch of Heat , the latter version of the song was officially released as a promotional single to the US iTunes Store through Columbia Records on February 8 , 2010 , to promote the fragrance . It was made available digitally in the United Kingdom the following day .

The commercial for the fragrance found controversy in the United Kingdom with UK 's Advertising Standards Authority . It was banned from the country 's daytime TV rotation due to its " sexy imagery " and was only shown after 7 : 30 in the afternoon . The U.K. ' s Advertising Standards Authority commented on the ban decision , stating " We considered that Beyoncé 's body movements and the camera 's prolonged focus on shots of her dress slipping away to partially expose her breasts created a sexually provocative ad that was unsuitable to be seen by young children . " Coty , Inc . , the world 's largest fragrance company , replied to the ban , stating that they do not think there is anything too explicit about the TV spot . Coty continued that the commercial was " intended to reflect the singer Beyoncé 's personal ' sexy chic ' style , " and while Beyoncé 's cleavage is exposed at certain parts of the commercial , Coty stated that it is not " overtly graphic or explicitly sexual and at no point was Beyoncé naked . " Brad Wete of Entertainment Weekly defended Beyoncé , saying that " [ the advertisement ] is sexy . It 's suggestive and sultry . But it 's certainly not X @-@ rated . " Beyoncé 's mother and collaborator Tina Knowles called the commercial 's ban " very good " , as people purposely went to watch the video which further increased sales . Beyoncé herself also responded jokingly to the ban , saying , " Where 's the wind coming from ? It started out only [ to stay cool ] , and then it kind of created this effect with my hair ... You can only imagine , the show is two and a half hours . It 's really , really warm onstage . "

= = Reception = =

Amy Odell of New York magazine gave Heat 's scent a negative review . She criticized the fragrance 's packaging as being very similar to that of K @-@ Y Jelly . She stated : " Once on the skin , the scent transformed in a matter of just a few minutes from something floral @-@ y and vaguely acceptable to an offensive mix of car fumes and that vanilla body spray Victoria 's Secret used to sell to 12 @-@ year @-@ olds " , then adding that the perfume 's logo and gold swirls " sway too similar to that of KY Jelly 's " , before concluding that " calling to mind sex is kind of Beyoncé 's thing , which is why this fragrance could just be a smashing success . " Holly Siegel of The New York Times complimented the fragrance 's scent of " floral @-@ fruity @-@ woody blend and notes of neroli , almond and tonka bean . " On October 25 , 2010 , the perfume won a gold status at the Design of the Times Awards by The Strive Group . At the 2011 CEW Beauty Awards , Heat won in the category for Best Fragrance of the Year : Mass . The same year , it also won in the category for Best Fragrance at the Dutch Drugstore Awards , and Best Fragrance in the Lifestyle at the Norwegian Cosmetic Awards . It also received a nomination in the category for Media Campaign of the Year at the 2011 FiFi Awards .

It was revealed by Macy 's Chief executive officer , Terry Lundgren , that his chain had sold US \$ 3

million worth of Heat between early February 2010 and early March 2010 . Lundgren revealed that , during a one @-@ hour period at the launch of the scent when Beyoncé was at the store signing autographs , 72 @,@ 000 bottles were sold . Within days of the fragrance 's release , it was named as one of the best @-@ selling scents in America . According to The Fragrance Shop in the UK , Heat also topped a poll of best @-@ selling celebrity scents .

= = Related products = =

During an interview with Women 's Wear Daily in December 2009 , Stephen Mormoris announced that Beyoncé planned to release several other fragrances after Heat meant to explore the different sides of her personality . However , he added that Heat was meant to be " the enduring classic ... this scent will re @-@ energize the celebrity category " . Consequently , five additional fragrances were released from the Heat line : Heat Ultimate Elixir , Heat Rush , Midnight Heat , Heat : The Mrs. Carter Show World Tour and Heat Wild Orchid . In 2013 , it was revealed that with \$ 400 million earned at retail globally , the line of perfumes was placed at number three on the list of best @-@ selling fragrances . The Heat releases further became the best @-@ selling line of celebrity endorsed fragrances . Mormois discussed his collaboration with Beyoncé on the Heat line , saying : " Beyoncé has always chosen simple and strong concepts for her fragrances . She 's very collaborative in that she know [ s ] what she wants and she has a very clear view of her fan base . There are just a few of that qualities that make her an excellent partner . She is excellent at making decisions and making them happen . " In September 2011 , Beyoncé followed Heat with a new line of fragrances titled Beyoncé Pulse .

= = Heat Ultimate Elixir = = =

In August 2010 , it was revealed that Beyoncé would be re @-@ releasing her first fragrance as an " ultimate elixir " , emphasizing elements intended to embody her private side . The scent was released in September 2010 . As its theme , the perfume offers a more intense and sensual version of the original Heat scent . Upon revealing the inspiration of Heat Ultimate Elixir , Beyoncé stated that the reason which motivated her to update the original scent was the idea of her mother 's scent when she was a child :

My first memory of fragrance is my mother , and as a very young girl , hearing her footsteps ... Her stilettos click , click , clicking on the hardwood floor and she wore a beautiful fragrance and she would walk past me and it would just stay in the room . It left a warm feeling every time I thought about her scent . I think about the icons that I respect and they all have their own fragrance so I thought it was time for me to have my own .

Ultimate Elixir mixes notes of vanilla orchid and osmanthus top notes with cedarwood and amber middle notes , then adds in vanilla and tonka bean base notes . Kelly Bryant of StyleList wrote that the base notes of Heat Ultimate Elixir " drive the point home that this is a bouquet meant for one sexy siren " . Selling the scent 's elixir , Macy 's described the fragrance as an " opulent and intoxicating twist on the original scent . " Keeping with the scent 's " sexy theme " , the new scarlet jus is contained in the original bottle , updated with a black atomizer , which has been described as " boudoir @-@ ready " by Katherine Kluznik Rentmeester of People magazine .

Nathalie Atkinson of The National Post held a sniff test for the Heat Ultimate Elixir perfume to assess the different scents picked up by people of the opposite sex . Cosmetics editor Dave Lackie , who was asked to be the male participant of the scent , described the elixir as " stronger than the original " , noting strong hints in scents such as " peach @-@ flavoured candy paired with nondescript flowers " which offered " a nice drydown " . Atkinson , the female participant , noted Beyoncé 's intense use of creamsicle , adding that the scent holds strong enough " to get noticed above the hairspray fumes and thumping bass " . In a list of " Noseworthy Perfumes " , Oprah Winfrey listed Heat Ultimate Elixir at number two , favoring the fragrance 's " honeysuckle nectar , musk , and warm , sensual " sequoia scent . The Independent described the scent as a " spicier flanker " in comparison to the original release . New York magazine found the fragrance 's

packaging " just as ' lubelike ' as the original . "

Products

50 ml / 1 @. @ 7 oz

= = = Heat Rush = = =

New fragrance project working sessions for Heat Rush took place backstage in Newcastle upon Tyne , England in November 2009 and the fragrance was released in February 2011 . During the new fragrance project working sessions , Beyoncé deciphered through different scents , later choosing a " Sunset Cocktail Mod 5 " scent because it made her feel " as though a breeze were coming through the room " and seemed " like more of a risk " . Beyoncé 's official perfume website described Heat Rush as a fruity , floral fragrance " that is luminous and vibrant with a dewy delicacy at the same time ... It captures Beyoncé 's bright sensuality ; it 's young , fresh , and joyful . " The same source listed the scent 's top notes as passion fruit , orange and cherry ; the middle notes meant to embody " Beyoncé 's ultra @-@ feminine side " with orchid , mango and orange hibiscus ; and the base notes contain teak , honey and a musk blend that was said to be inspired by sunsets in Brazil .

= = = Heat : Limited edition CD = = =

A limited edition gift extended play ( EP ) also titled Heat was released in February 2011 , almost a year after the promotional release of " Fever " . Promotion in the United States for the perfume took place with a free tote bag , while the limited edition gift EP was used as promotion for all United Kingdom releases of the perfume . One compact disc copy of the EP was included with every purchase of a 50 ml bottle of Heat . The album also contains remixes of songs Beyoncé previously recorded ; Karmatronic remixed " At Last " and " Satellites " , Catalyst remixed " Broken @-@ Hearted Girl " , Lost Daze remixed " Smash Into You " . The EP also features Beyoncé 's 2010 cover version of " Fever " . The Catalyst remix of " Broken @-@ Hearted Girl " was previously made available on Beyoncé 's 2009 remix album Above and Beyoncé : Video Collection & Dance Mixes .

= = = = Track listing = = = =

= = = = Credits = = = =

Credits for Heat , adapted from the CD liner notes :

Executive producer - Beyoncé Knowles , Moe Cohen

Vocals - Knowles

Mastering - Tom Coyne

Producers - Knowles , Chink Santana , Achillies Sparta , Peter Krakczar , Catalyst , Frank DeMaria , Anthony Saputo , Peace Bisquit

Remix Coordination - Angelo " Pepe " Skordos , Bill Coleman

= = = Midnight Heat = = =

Midnight Heat was released in July 2012 following Heat Rush . It is packaged in a purple bottle . According to Beyoncé 's official website , " For [ her ] , fragrance is an essential accessory to highlight your inner radiance , confidence and sex appeal . Midnight Heat is the ultimate evening scent , sensual and enticing with just a hint of mystery . " The perfume 's top notes are described as dragonfruit , apricot and starfruit ; middle notes of orchid , tulip and peony ; and base notes of sandalwood , patchouli and amber . A poster for the fragrance was released on July 18 , 2012 , and shows Beyoncé wearing a purple mini @-@ dress . Idolator 's writer X. Alexander wrote that she looked " appropriately regal in purple in her new fragrance art " while Julee Wilson of The Huffington

Post wrote that the advertisement " definitely screams sensual " . Gaby Wilson of MTV commented that the photo appropriately sets the mood for the midnight perfume further praising Beyoncé 's look . Ambika Mutto of VH1 gave a negative review for the poster , writing that she was " really disappointed " because the image was " boring and literal " . She noted , " Sexy hair flying , sexy dress in a color reminiscent of midnight , on a rooftop against the midnight sky ? we get it . " A writer of the website Digital Spy praised the scent , writing that it empowers " your inner diva " and added that " there will be no Single Ladies left if you wear this " . At the 2013 StyleBistro Awards , Midnight Heat was nominated in the category for Best New Fragrance .

#### Products

100 ml / 3 @. @ 4 oz

50 ml / 1 @. @ 7 oz

30 ml / 1 @. @ 0 oz

15 ml / 0 @. @ 5 oz

Sensual Body Lotion 200ml / 6 @. @ 7 oz

= = = Heat : The Mrs. Carter Show World Tour = = =

In April 2013 , Beyoncé embarked her fourth concert tour , The Mrs. Carter Show World Tour . In June 2013 , it was announced that a limited edition of Heat , titled Heat : The Mrs. Carter Show World Tour , would be released the same month , inspired by the tour . Speaking about the fragrance , Beyoncé said : " I love my music , I love performing and most of all I love and appreciate my fans . I wanted to give them a special remembrance of this tour and I created this scent to reflect the power , passion and playfulness I put into my performances . " The fragrance opens with mangosteen , black pepper and Açai palm as its top notes and later continues with violet petals , Indian Sambac Jasmine and a Brassia Edua Loo orchid as its middle notes before finishing with bourbon vanilla , Australian sandalwood and vetiver as its base notes . Gaby Wilson of MTV noted that the ingredients introduced a lighter scent than her previous releases . According to Beyoncé 's official perfume website , the fragrance is " paying tribute to Beyoncé 's amazing momentous journey " and further " transport [ s ] you into Beyoncé 's world and the intensity of her shows . [ It ] will make you feel the power , passion and playfulness she gives to her fans . " It was also meant to celebrate Beyoncé 's accomplishments and her " historic life journey " . Gregory DelliCarpini Jr. of Billboard magazine described the scent of the fragrance as " strong and feminine " . Holly Carter of People magazine noted that the scent was " the best @-@ smelling alternative " for people who missed The Mrs. Carter Show World Tour .

#### Products

100 ml / 3 @. @ 4 oz

30ml / 1 @. @ 0 oz

= = = Heat Wild Orchid = = =

On June 18 , 2014 it was announced by several publications that Beyoncé would be releasing a new fragrance in August 2014 titled Heat Wild Orchid . The promotional poster for the perfume was also revealed , showing Beyoncé wearing a black dress . Caitlin Morton writing for MTV praised her new , mature and " classy " look . Dorkys Ramos from BET echoed her statements stating that it featured a " classier Bey " . The fragrance was released to stores in August 2014 . It was described as an " enticing , mouth @-@ watering fragrance that emits a fierce , feminine energy " in a press release . According to Beyoncé 's website it is a " spellbound scent that expresses the bold femininity of women " : " This captivating and memorable fragrance invites and intoxicates those who encounter it " . It was created in collaboration with Firmenich perfumer Honorine Blanc . The fragrance opens with pomegranate , coconut water and boysenberry . In the middle notes , a floral scent consisting of honeysuckle and blooming magnolia was used . The base notes showcase blonde woods , skin musks and gilded amber . The top of the bottle is wrapped in a gold band inscribed with Beyoncé 's name at the neck . The secondary packaging celebrates the " beauty and

sensuality " of the fragrance intertwined with black organza and finished with a gold logo and an emblematic B standing for Beyoncé . MTV 's Caitlin Morton praised Heat Orchid as a fresher and more floral update of the original scent while also deeming it more natural and " maternal " . Glamour 's Leanne Bayley praised the fact that Beyoncé " bottled up her sexiness in one chic bottle " with the fragrance .

#### Products

100 ml / 3 @. @ 4 oz

50 ml / 1 @. @ 7 oz

30 ml / 1 @. @ 0 oz

15 ml / 0 @. @ 5 oz

= = = Heat Kissed = = =