



Be the perfect host this festive season

With P&G's new New Ambi Pur Air Effects

- *Dual function: Eliminates Malodour and leaves behind a subtle fragrance*
- *Uses a propellant system which works by releasing fragrance in a gentle, natural mist form*

Festive seasons bring people together. It is that time of the year when we have the maximum number of guests visiting our homes. Just the appearance of our homes is not enough – they should also smell fresh & clean at all times. So let us make them ready for guests this festive season.

P&G experts have worked to create the new essential **Ambi Pur Air Effects** which offers **you freshness solutions** for your home.

The fresh and new class of fragrances does more than just being an air freshener. **AmbiPur Air Effects is like a breath of fresh air** any time. It actually sweeps away stale and stifling odours and leaves a fresh scent as if you have washed away malodours from the air. It has a non inflammable and water based nitrogen formula which, when sprayed, leaves behind a fresh fragrance.

Commenting on the need to eliminate odours and bringing freshness to our homes, **Marketing Manager, Fabric & Home Care, Vidya Murthy, said**, “Today a lot of households have a major problem with stale, unpleasant odours that linger. These can be a cause for concern especially if one is entertaining. New Ambi Pur Air Effects not only exudes a soothing fragrance but also cleanses malodours from the air. It is a perfect solution for homemakers this festive season as it allows you to be ready for guests at all times.”



The six mood enhancing scents include floral fragrances of **Blooms & Breeze** which captures the scents of walking into a florist; **Sweet Citrus and Zest** is a fragrance bursting with fruit, and it conjures a memory of eating oranges in the summer season; **Linen and Sky** takes you back to your childhood with a distinct memory of freshly washed bed sheets combined with comforting floral fragrances; **Meadows and rain** leaves you with the smell of mud after the first showers; **Lavender Vanilla and Comfort** denotes the crisp fresh aroma of the outdoors and **Spring and Renewal** reminds you of walking through lush green fields at dusk.

Ambi Pur Air Effects is available at all retail outlets and is priced at Rs 199/-

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