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Cosmo's 'Eau De Juice' Fragrance Line Comes In A Juice Box-Inspired Bottle

But, yeah, no. Don't drink it.



by MEGAN SCHALTEGGER AUG 6, 2019



Our friends over at *Cosmopolitan* have partnered with LUXE Brands for an entire fragrance line of juice box-inspired scents. The collection, officially dubbed Eau de Juice, includes four playful perfumes packaged like the chic cousin of [Capri Sun](#).

"In the spirit of *Cosmo* and our 81 million strong audience of modern young women, Eau de Juice is cheeky, witty, and fun," editor-in-chief Jessica Pels said in a statement. "Fragrance is the busy girl's best secret weapon, and considering the fact that *Cosmo* readers account for one third of all beauty spending in this country, this is the perfect new extension for our brand."

The line, which launched August 1 exclusively online and in Ulta, features four bottles—and each is a full mood. There's "Extra Concentrated," "100% Chilled," "Love, Unfiltered," and "Pure Sugar."

According to *Cosmo*, the scents were crafted by "renowned perfumers" at Firmenich. In case you're not well versed in the [beauty world](#), here's what you need to know: They're a perfume and flavor giant (i.e. they know *exactly* what they're doing).

<https://www.delish.com/kitchen-tools/cookware-reviews/a28625933/cosmo-eau-de-juice-perfume-line-ulta/>

Oh, and that incredible packaging? It was created by Brooklyn-based design team POWERSHOVEL. "Our vision was to create a brand narrative that is aspirational yet relatable, with a wink of humorous sensibility," Chief Marketing Officer of LUXE Brands, Noreen Dodge, said in a statement. "The concept, fragrances and packaging all needed to bring this to life for our consumer."



100% Chilled Eau de Parfum
Eau de Juice
ulta.com
\$55.00
BUY NOW

Love, Unfiltered Eau de Parfum
Eau de Juice
ulta.com
\$55.00
BUY NOW

Extra Concentrated Eau de Parfum
Eau de Juice
ulta.com
\$55.00
BUY NOW

Pure Sugar Eau de Parfum
Eau de Juice
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Eau de Juice landed online August 1 and in stores August 5, which means it's available right this very second! As in now! Go!

Which scent are you buying?

Um, all of them?

100% Chilled is MINE.