



## Ann Gottlieb Biography

Ann Gottlieb began her career in the cosmetic industry at Revlon and, shortly thereafter, joined the Estee Lauder Company. During her six and a half years at Lauder, she learned the art, science, and business of fragrance under the personal tutelage of Mrs. Estee Lauder, herself. Thereafter, she became the head of product development for Elizabeth Arden and Warner Cosmetics (Ralph Lauren Fragrances) where she participated in the creation of Gloria Vanderbilt.

As Ann's professional reputation grew and the demand for her unique expertise increased, she took an entrepreneurial leap and established Ann Gottlieb Associates, Inc. Ann founded her consulting firm in 1983, committed to providing the best in specialized olfactive and product development service in the industry. That commitment, according to the National Geographic book, *Perfume*, has resulted in fine fragrance sales of "more than a billion dollars" per year.

Ann has developed top selling fragrances in every segment of the fragrance market. Among them are all fifteen Calvin Klein fragrances including Obsession, Eternity, cKone, both Euphoria men and women, CKIN2U for men and women, Daisy for Marc Jacobs, Covet for Sarah Jessica Parker, and CK Man; Carolina Herrera's Chic and 212, both men and women; and Liz Claiborne's Signature Brand. For Elizabeth Arden she is responsible for Fifth Avenue, ArdenBeauty Proactive, Forever Elizabeth, and Christian Dior's blockbuster, J'Adore, and Dior's men's fragrances, Higher and Higher Energy.

Ann's foray into the mass market has been met with equal success. Among those scents she developed for this market are the highly successful variants for Unilever's deocologne giants, Axe and Impulse from 1994 through the present. For Victoria's Secret and Bath and Body Works she created both toiletry fragrances and signature scents. Her work on globalizing the fragrances for Lux soaps has achieved winning results with consumers internationally. Her involvement with Lux has led to ongoing work with the Dove, Caress, Rexona, Degree, and Vaseline brands. Indeed, the products Ann Gottlieb has fragranced can be found in virtually every corner of the globe.

Like fragrance itself, Ann's work is a sophisticated and complex blend of many ingredients. In addition to her olfactory talents that Estee Lauder discovered, Ann is known for her ability to translate exciting, but elusive, fragrance concepts into motivational instructions for perfumers. She collaborates closely with clients and perfumers to translate the clients' vision for the product into a scent uniquely designed for the target consumer. Her relationship of mutual respect with the world's leading fragrance companies is integral to her success. The breadth of Ann's clientele and the depth and scope of her marketing expertise put her at the cutting edge of trends in all segments of the fragrance business. As a result, she can provide clients with timely, insightful and uniquely comprehensive counsel on market direction.

Ann has often served as a spokesperson for launches of fragrances developed by Ann Gottlieb Associates, Inc. and is a widely quoted authority on fragrance in the media worldwide.

In 2002, Cosmetic Executive Women recognized Ann's contribution to the fragrance industry by honoring her with their 2002 CEW Achiever Award. In April 2004 The American Society of Perfumers honored Ann with their 2004 Living Legend Award in recognition of her innovative contribution to the fragrance industry. In October 2006 The Fragrance Foundation presented Ann with their prestigious Circle of Champions Award for her notable and unique impact on the fragrance industry.