



FOR IMMEDIATE RELEASE:

The Miracle of Giving

Ajne Creates Signature Scent to Raise Money for “Margaux’s Miracle” Cancer Research

Margaux Grossman never complained, even during the most painful stages of her deadly battle with Ewing’s Sarcoma, a rare form of bone cancer that mostly strikes children. Her courage, positive attitude, and kindness left a lasting impression on friends and physicians who formed “Margaux’s Miracle Foundation” one month after her death at the age of 15. “Margaux’s Miracle” is a non-profit that lives on in her name, dedicated to preserving her spirit through acts of service to the community.

Ajne Rare and Precious has teamed up with Margaux’s Miracle Foundation to create a signature parfum celebrating this extraordinary young woman’s life. Proceeds will help fund Ewing’s Sarcoma cancer research. “Margaux” is a soft floral built around linden blossom, rose and jasmine comes in a beautiful specially created hand-made bohemian bottle in Margaux’s favorite colors. The purple flacon is wrapped in silver, features green stones and has the letter M engraved on the front.

Since it’s formation in 2001 “Margaux’s Miracle Foundation” has helped and inspired others to raise hundreds of thousands of dollars to improve treatments for cancer patients and has been instrumental in improving the survival rate of Ewing’s Sarcoma. Ajne itself has hosted a benefit and silent auction for this cause and continues to help with the creation of Margaux’s custom fragrance. “Margaux went through six-rounds of chemotherapy and ten rounds of radiation. No one should have to go through something like that, especially a child,” says Ajne Founder and Master Perfumer Jane Hendler. “We are so honored to be able to help this amazing foundation and honor Margaux’s memory.”

Ajne Rare and Precious may be America’s first truly authentic 100% natural parfumerie and is the destination for couture and prêt-a-porter perfumes made from the finest of ultra rare and precious ingredients. Our fragrances, skin and body care products are created with no synthetic aroma chemicals, coloring agents or pthalates to enhance their therapeutic benefits.

For more information on “Margaux’s Miracle Foundation” and Ewing’s Sarcoma visit www.margauxsmiracle.org and www.letsbeatthis.org.



Ajne Parfumerie and Apothecary is located on Carmel-by-the-Sea's legendary Ocean Avenue and also has blending bars at Bergdorf Goodman, in New York City and The Spa at Four Seasons Maui. For more information visit www.ajne.com.

###

Press Contact:
Kathy Pape
831-915-4266
kath@ajne.com