



FOR IMMEDIATE RELEASE:

A Scent for All Seasons

Four Seasons and Ajne Spice Up the Maui Film Festival

Balmy breezes and brilliant star-lit skies, can you think of a better venue for a film festival than Maui? And it's not only the stars in the sky that are shining. This year from June 11th through the 17th, along with some of the year's most talked about new films, mega-stars like Pierce Brosnan, Felicity Huffman, Dennis Quaid and Virginia Madsen will be on hand as they are honored for their work.

It all takes place in and around the Four Seasons Resort Maui at Wailea, long considered one of the world's finest resorts. This year, along with the finest champagne and chocolate, the Four Seasons will uncork its signature scent, Palena'ole, which means 'without boundaries' in ancient Hawaiian.

The Four Seasons contracted celebrity natural perfumer, Jane Hendler of Ajne Rare and Precious who has created scents for Pierce Brosnan, William H. Macy, and Kate Walsh among others, to 'capture Maui's olfactory essence'. The result is unlike anything you have smelled before...a 100% natural scent, created from plant-distilled elements indigenous to Maui. Not 'perfumey' at all, but rather like the subtle fragrant air when you step off the plane with notes of fresh green leaves, moist earth and just the tiniest hint of some rare flower.

Together with Ajne, Four Seasons has developed systems to subtly 'diffuse' the scent throughout the resort. It's also available in body scents, lotions and even massages. So breathe in aloha enchantment and allow Four Seasons, Ajne and Palena'ole to give you Wailea at its very best as you enjoy fine films among the brightest stars.

Better yet, take the memory of it all home with you! Who says you can't bottle perfection?



Ajne Parfumerie and Apothecary is located on Ocean Avenue in fabled Carmel, California. Scents can also be purchased online at www.ajneperfume.com. For a private blending appointment with Jane Hendler, please call 831.624.2100 or write to info@ajneperfume.com.

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