

SUPERIOR

CATALOGUE ISSUE 40 BY ARTHUR FORD

Where Fragrance Meets Finesse

Introducing Our
Perfumed Body Spray
Deodorant

**SCAN
ME FOR
WHATSAPP
CHAT**



Whatsapp us on
+27 67 395 4896




ARTHUR FORD
SUPERIOR

SUPERIOR PERFUMES FOR HIM

VARIANTS FOR HIM 50 ml

BLACK #1, #2, #3, #4, #5, #6, #7, #8
CHARCOAL #2, #5, #7, #8, #9
EMERALD #1, #2, #3, #4, #5
BLUE #1, #2, #3, #8
ORANGE #1, #2, #3, #4, #5, #6, #7
NAVY MAN #1, #2, #3, #4
WILD FOR HIM #1, #2, #3, #4
EXOTIC DESIRE FOR HIM #1, #2, #3, #4

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY



WILD & FREE
NEW LOOK BOTTLE,
SAME FRAGRANCE!

per 50 ml perfume

R199

50 ml PERFUMES

Our 50 ml Superior Perfumes are crafted for those who appreciate luxury in every moment. Explore 12 Ombre colour ranges – six for men, six for women – plus our refreshed **Wild & Free** collection. Each scent is Superior Grade, designed for effortless elegance.

SUPERIOR PERFUMES FOR HIM

VARIANTS FOR HIM 30 ml

BLACK
#4, #5, #6

CHARCOAL
#5

BLUE
#2

ORANGE
#1

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY



per 30 ml perfume

R125

30 ml PERFUMES

Our **30 ml Perfumes** feature a selection of our best-selling fragrances – now in a sleek, travel-friendly size. Perfect for gifting, on-the-go use, or discovering your new signature scent.

SUPERIOR PERFUMES FOR HER



VARIANTS FOR HER 50 ml

GREEN

#1, #2, #3, #4, #5, #6, #8

RED

#4, #5, #6, #8

WHITE

#1, #2, #3, #4, #5

PINK

#1, #2, #3, #4, #5

CORAL

#1, #2, #3, #8, #9

PINK CANDY

#1, #2, #3, #4

WILD FOR HER

#1, #2, #3, #4

EXOTIC DESIRE FOR HER

#1, #2, #3, #4

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY

WILD & FREE
NEW LOOK BOTTLE,
SAME FRAGRANCE!

per 50 ml perfume

R199

50 ml PERFUMES

Top Tip: For a longer-lasting scent, try layering – start with your matching body wash or lotion, then finish with your **50 ml Superior Perfume** in the same fragrance. It's the secret to all-day elegance.

SUPERIOR PERFUMES FOR HER

VARIANTS FOR HER 30 ml

GREEN
#2

WHITE
#3

PINK
#1, #2

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY



30 ml PERFUMES

per 30 ml perfume

R125

PREMIUM PERFUMES FOR HIM

VARIANTS FOR HIM 50 ml

GOLD
#1, #2, #3TURN TO PAGE 13 FOR
OUR FRAGRANCE KEY

Our Premium range is designed for those who want a little more luxury. Available in stunning metallic gold and rose gold bottles, this collection offers a Gold colour range for men and Rose Gold for women, each with three different Superior Grade Fragrances to choose from for a bold and unforgettable presence.

per 50 ml perfume

R220

PREMIUM PERFUMES FOR HER

VARIANTS FOR HER 50 ml

ROSE GOLD
#1, #2, #4

TURN TO PAGE 15 FOR
OUR FRAGRANCE KEY

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Hints & Tips: Apply perfume to pulse points, such as the wrists, neck, behind the ears, and the crook of the elbow, where the skin is warmer and will help the scent diffuse.

per 50 ml perfume

R220



DON'T MISS OUT ON OUR SUPERIOR COMBOS

One Scent. Three Essentials.
A Deal Your Customers Will Love.

per combo

R299



COMBO VARIANTS FOR HIM

BLACK #4, #5, #6
CHARCOAL #5
EMERALD #4
BLUE #1, #2
ORANGE #1, #2, #3, #4

COMBO VARIANTS FOR HER

GREEN #1, #2, #6
RED #4, #6
WHITE #1, #2, #3, #4
PINK #1, #2, #3, #4
CORAL #2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

Scent layering premium combo deal: We are offering exclusive combo deals on some of our most-loved products. Each set includes a 50 ml perfume, 450 ml body lotion, and roll-on – all at a discounted price.

Please note: Combos are only available in select variants, and all three products must be the same variant – no mix and match options. Products are sold together as a deal but are not pre-packed as a single unit.

COMBO VARIANTS FOR HIM

GOLD
#1, #2

COMBO VARIANTS FOR HER

ROSE GOLD
#1, #2TURN TO PAGE 13 FOR
OUR FRAGRANCE KEY

per premium combo

R330

PERFUMED BODY SPRAY DEODORANT AND PERFUME COMBOS FOR HIM

LIMITED TIME OFFER

Buy our new perfumed deodorant in combination with any Superior 50 ml Arthur Ford fragrance. Excludes Premium fragrances.

COMBOS FOR HIM

BLACK
#5

ORANGE
#1

BLUE
#2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

CATALOGUE ISSUE 40



**NEW
PRODUCT**

per combo

R249

SUPERIOR COMBOS |

PERFUMED BODY SPRAY DEODORANT AND PERFUME COMBOS FOR **HER**

LIMITED TIME OFFER

Buy our new perfumed deodorant in combination with any Superior 50 ml Arthur Ford fragrance. Excludes Premium fragrances.

COMBOS FOR HER

PINK #2
GREEN #2
WHITE #3

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY

CATALOGUE ISSUE 40

**NEW
PRODUCT**



per combo

R235

SUPERIOR COMBOS |

PERFUME VARIANT KEY FOR HIM

Use this key to find more information on each perfume variant, including its notes, scent type, and the season we recommend wearing it in.

VARIANT	FAMILY NAME	NOTES	TYPE OF SCENT	SEASON
BLACK				
#1	Oriental Dynasty	Clove/Basil/Sandalwood	Aromatic	Autumn
#2	Oriental Dynasty	Saffron/Truffle/Oud	Aromatic	Winter
#3	Emperors Garden	Apple/Sage/Amber	Fresh	Summer
#4	Oriental Dynasty	Pear/Cinnamon/Sage	Aromatic	Winter
#5	Majestic Woods	Pepper/Vetiver/Cedar	Woody	Autumn
#6	Oriental Dynasty	Cardamom/Ginger/Tonka Bean	Aromatic	Autumn
#7	Oriental Dynasty	Bergamot/Cinnamon/Tobacco	Aromatic	Autumn
#8	Oriental Dynasty	Suede/Spice/Musk	Aromatic	Autumn
CHARCOAL				
#2	Emperors Garden	Grapefruit/Ginger/Oak	Citrus	Spring
#5	Majestic Woods	Juniper Berries/Lavender/Vetiver	Woody	Autumn
#7	Majestic Woods	Bergamot/Coconut/Tonka Bean	Woody	Winter
NEW #8	Majestic Woods	Cardamom/Vetiver/Cedar	Woody	Autumn
NEW #9	Majestic Woods	Mint/Tonka Bean/Vanilla	Woody	Summer
EMERALD				
#1	Emperors Garden	Ginger/Spices/Cedar	Floral	Spring
#2	Majestic Woods	Bergamot/Sandalwood/Orange Blossom	Woody	Autumn
#3	Majestic Woods	Black Pepper/Coriander/Cacao	Woody	Autumn
#4	Oriental Dynasty	Pink Pepper/Vetiver/Leather	Spicy	Autumn
#5	Emperors Garden	Lavender/Ginger/Amberwood	Fresh	Spring
BLUE				
#1 (INV-M)	Majestic Woods	Sea Notes/Bay Leaf/Oakmoss	Woody	Autumn
#2 (BLU-M)	Oriental Dynasty	Pink Pepper/Lemon/Mint	Aromatic	Autumn
#3 (WES-M)	Majestic Woods	Bergamot/Watermelon/Leather	Woody	Winter
NEW #8	Oriental Dynasty	Cardamom/Lavender/Patchouli	Oriental Woody	Summer

PERFUME VARIANT KEY FOR HIM

VARIANT	FAMILY NAME	NOTES	TYPE OF SCENT	SEASON
ORANGE				
#1 (DUN-M)	Emperors Garden	Apple/Lemon/Musk	Citrus	Spring
#2 (DSL-M)	Oriental Dynasty	Passionfruit/Ginger/Leather	Woody	Autumn
#3 (VIP-M)	Oriental Dynasty	Mint/Cinnamon/Leather	Spicy	Winter
#4 (MIL-M)	Majestic Woods	Grapefruit/Mint/Tobacco	Woody	Autumn
#5 (HBO-M)	Imperial Floral	Citruses/Ginger/Cedar	Floral	Spring
#6 (KOKO-M)	Majestic Woods	Fig Leaf/Vetiver/Patchouli	Woody	Autumn
#7 (ZAR-M)	Majestic Woods	Lavender/Artemisia/Oakmoss	Woody	Autumn
NAVY MAN				
#1	Oriental Dynasty	Pineapple/Blackcurrant/Musk	Aromatic	Summer
#2	Majestic Woods	Sea Notes/Bergamot/Rosemary	Woody	Spring
#3	Majestic Woods	Ginger/Apple/Sage	Woody	Autumn
#4	Oriental Dynasty	Orange/Pelargonium/Cedar	Aromatic	Autumn
WILD FOR HIM				
#1	Majestic Woods	Lavender/Lemon/Earthy	Woody	Spring
#2	Majestic Woods	Apple/Cinnamon/Vanilla	Woody	Autumn
#3	Majestic Woods	Apple/Ginger/Sage	Woody	Summer
#4	Majestic Woods	Oud/Rosewood/Cardamom	Woody	Autumn
EXOTIC DESIRE FOR HIM				
#1	Majestic Woods	Whiskey/Spices/Oud	Woody	Winter
#2	Majestic Woods	Cardamom/Palo Santo/Cedarwood	Woody	Winter
#3	Oriental Dynasty	Chestnut/Sage/Lavender	Aromatic	Autumn
#4	Majestic Woods	Mandarin/Nutmeg/Violet	Woody	Winter
GOLD				
#1	Emperors Garden	Pineapple/Bergamot/Blackcurrant	Citrus	Spring
#2	Oriental Dynasty	Apple/Lemon/Wood	Aromatic	Winter
#3	Oriental Dynasty	Sea Notes/Bergamot/Rosemary	Aromatic	Autumn

PERFUME VARIANT KEY FOR HER

Use this key to find more information on each perfume variant, including its notes, scent type, and the season we recommend wearing it in.

VARIANT	FAMILY NAME	NOTES	TYPE OF SCENT	SEASON
GREEN				
#1 (MIL-F)	Emperors Garden	Raspberry/Jasmine/Honey	Fresh	Spring
#2 (CHL-F)	Imperial Floral	Apricot/Spices/Sandalwood	Floral	Autumn
#3 (DKN-F)	Imperial Floral	Apple/Litchi/Sandalwood	Floral	Summer
#4 (RUS-F)	Imperial Floral	Jasmine/Coriander/Vanilla	Floral	Autumn
#5 (COCO-F)	Oriental Dynasty	Mandarin Orange/Rose/Musk	Oriental	Autumn
#6 (FAR-F)	Imperial Floral	Jasmine/Cedar/Vanilla	Floral	Spring
#8 (ANG-F)	Oriental Dynasty	Cotton Candy/Honey/Caramel	Oriental	Winter
RED				
#4	Oriental Dynasty	Plum/Rosewood/Musk	Oriental	Winter
#5	Imperial Floral	Blackcurrant/Rose/Vanilla	Floral	Autumn
#6	Imperial Floral	Bergamot/Jasmine/Tonka Bean	Floral	Spring
NEW #8	Oriental Dynasty	Candied Lemon/Panacotta/Vanilla	Oriental	Summer
WHITE				
#1	Imperial Floral	Rose/Coffee/Jasmine	Floral	Spring
#2	Imperial Floral	Apple/Jasmine/Cedar	Floral	Autumn
#3	Imperial Floral	Mango/Nectarine/Coconut	Floral	Spring
#4	Imperial Floral	Grapefruit/Lily/Pine	Floral	Summer
#5	Imperial Floral	Tangerine/Orange Blossom/Vanilla	Floral	Spring
PINK				
#1 (OPM-F)	Oriental Dynasty	Vanilla/Coffee/Pear	Oriental	Winter
#2 (OLP-F)	Imperial Floral	Vanilla/Salt/Jasmine	Floral	Spring
#3 (COP-F)	Imperial Floral	Rose/Vanilla/Musk	Floral	Spring
#4 (FAN-F)	Imperial Floral	Kiwi/Cupcake/Jasmine	Floral	Spring
#5 (BLU-F)	Emperors Garden	Lemon/Bamboo/Cedar	Fresh	Summer

PERFUME VARIANT KEY FOR HER

VARIANT	FAMILY NAME	NOTES	TYPE OF SCENT	SEASON
CORAL				
#1	Imperial Floral	Iris/Ylang-Ylang/Musk	Floral	Spring
#2	Imperial Floral	Blackcurrant/Jasmine/Praline	Floral	Spring
#3	Imperial Floral	Blood Orange/Honey/Gardenia	Floral	Summer
NEW #8	Imperial Floral	Jasmine/Rose/Sandalwood	Floral Woody	Winter
NEW #9	Imperial Floral	Black Cherry/Rose Water/Licorice	Floral Fruity	Summer
PINK CANDY				
#1	Imperial Floral	Saffron/Amberwood/Cedar	Floral	Spring
#2	Imperial Floral	Raspberry/Rose/Vanilla	Floral	Autumn
#3	Imperial Floral	Orange Blossom/Bergamot/Vanilla	Floral	Spring
#4	Imperial Floral	Jasmine/Pear/Blackberry	Floral	Spring
WILD FOR HER				
#1	Imperial Floral	Blood Orange/Jasmine/Vetiver	Floral	Spring
#2	Imperial Floral	Jasmine/Tuberose/Fruity	Floral	Spring
#3	Imperial Floral	Pear/Musk/Rose	Floral	Spring
#4	Imperial Floral	Jasmine/Musk/Bergamot	Floral	Spring
EXOTIC DESIRE FOR HER				
#1	Imperial Floral	Mango/Jasmine/Vanilla	Floral	Spring
#2	Imperial Floral	Passionfruit/Kiwi/Coconut	Floral	Summer
#3	Imperial Floral	Passionfruit/Rose/Musk	Floral	Summer
#4	Oriental Dynasty	Peach/Orchid/Musk	Aromatic	Spring
ROSE GOLD				
#1	Imperial Floral	Grapefruit/Rose/Wood	Floral	Spring
#2	Imperial Floral	Vanilla/Coffee/Jasmine	Floral	Autumn
#4	Imperial Floral	Raspberry/Jasmine/Musk	Floral	Spring

BODY LOTION FOR HIM AND FOR HER

The fragrance you love, infused in a luxurious body lotion that will leave your body feeling moisturised and protected.



VARIANTS FOR HIM 400 ml

BLACK #4, #5, #6
CHARCOAL #5
EMERALD #4
BLUE #1, #2
ORANGE #1, #2, #3, #4

VARIANTS FOR HER 400 ml

GREEN #1, #2, #4, #6
RED #4, #6
WHITE #1, #2, #3
PINK #1, #2, #3, #4
CORAL #2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

per 400 ml body lotion

R85

BODY WASH FOR HIM AND FOR HER

Elevate your shower routine with **ARTHUR FORD** Body Wash for Him and Her. Designed to cleanse and refresh, each variant offers a rich, luxurious lather and captivating fragrance that lingers all day.

VARIANTS FOR HIM 400 ml

BLACK #5
CHARCOAL #5
ORANGE #1

VARIANTS FOR HER 400 ml

WHITE #3
PINK #1
CORAL #2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY



per 400 ml body wash

R85

PERFUMED BODY SPRAY DEODORANT FOR HIM

Take your fragrance experience to the next level with the new **ARTHUR FORD** Perfumed Body Spray Deodorants, designed to match your favourite perfumes and provide all-day freshness. Each aerosol enhances your scent longevity and gives you confidence with every spray. When layered with your matching roll-on and perfume, it creates a complete and lasting fragrance experience that stays with you throughout the day.



VARIANTS FOR HIM 150 ml

BLACK
#5

ORANGE
#1

BLUE
#2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

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per 150 ml body spray
deodorant

R79

PERSONAL CARE |

PERFUMED BODY SPRAY DEODORANT FOR HER

The Power of Layering

For best results, use your Arthur Ford Body Spray Deodorant as part of a 3-step routine:

1. Apply the roll-on for lasting odour control.
2. Spray the aerosol for an instant burst of freshness.
3. Finish with the perfume for intense, long-lasting scent.

Together, they give you acomplete fragrance experience that feels luxurious and lasts all day.

VARIANTS FOR HER 90 ml

PINK #2
GREEN #2
WHITE #3

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY

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per 90 ml body spray
deodorant

R64

PERSONAL CARE |

ROLL-ON DEODORANT FOR HIM AND FOR HER

Infused with fine fragrance scents that perfectly complement your favourite **ARTHUR FORD** perfume, this 0% alcohol formula keeps you feeling fresh and confident all day. A gentle, effective alternative to spray deodorants – ideal for everyday use.



VARIANTS FOR HIM 50 ml

BLACK #4, #5, #6
CHARCOAL #2, #5
EMERALD #4
BLUE #1, #2, #3
ORANGE #1, #2, #3, #4
GOLD #1, #2

VARIANTS FOR HER 50 ml

GREEN #1, #2, #4, #6, #8
RED #4, #5, #6
WHITE #1, #2, #3
PINK #1, #2, #3, #4, #5
CORAL #2
ROSE GOLD #1, #2

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

per **50 ml** roll-on
deodorant

R39

SKIN CARE FOR HIM & FOR HER

PURELITE® GLOW GEL CLEANSER

Gentle & Deep Cleansing

- Gently washes away impurities
- Leaves skin feeling fresh and clean
- Suitable for all skin types

per 50 ml gel cleanser

R60



PURELITE® GLOW FACE MOISTURISER

Skin Brightening & Hydrating

- Long-lasting moisture
- With Niacinamide + Vitamin E
- Helps reduce the appearance of dark spots
- Brightens skin
- Evens skin tone

per 50 ml
face moisturiser

R60



ARTHUR FORD's New PureLite® GLOW Face Care Range For Him and Her

PureLite® GLOW is your everyday glow-up. Hydrating, brightening, and nourishing with trusted ingredients like Niacinamide, Alpha-Arbutin, Lactic Acid, and Vitamin E.

Simple, effective, and confidence-building care for every skin type.
Your Glow, Your Power!

PURELITE® GLOW FACE TONER

Skin Brightening & Hydrating

- Gently exfoliates for a more even skin tone
- Brightens and soothes skin
- With Lactic Acid + Niacinamide

per 100 ml face toner

R45



PURELITE® GLOW FACE SERUM

Skin Brightening, Hydrating & Nourishing

- With 1% Alpha-Arbutin + Niacinamide + Vitamin E
- Helps reduce dark spots and pigmentation
- Lightweight and fast-absorbing for daily glow

per 30 ml
face serum

R80



PURE LITE FACE CARE RANGE



PURE LITE EVEN TONE FACE CREAM

per 50 ml

R60



PURE LITE 3-IN-1 FACE WASH/SCRUB/MASK

per 150 ml

R92

AQUEOUS CREAM



per 250 ml cream

R45



per 450 ml cream

R80

HERBAL CAMPHOR CARE CREAM

per 450 ml cream

R80



TISSUE OIL

Beautifully light and nourishing Vitamin E oil.
Helps with dry skin, acne, scar tissue
and skin tone.

per 125 ml tissue oil

R100



BODY CREAM

BODY CREAM FOR HIM 450 ml

GOLD
#1, #2

BODY CREAM FOR HER 450 ml

ROSE GOLD
#1, #2

TURN TO PAGE 13 FOR
OUR FRAGRANCE KEY



per 450 ml body cream

R105

TALC POWDER

Beautifully soft powder
available in your favourite
ARTHUR FORD scent.

per 125 g talc powder

R98



TALC POWDER 125 ml

GREEN
#2

PINK
#1

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY

SOAPS FOR HIM AND FOR HER

Wet Skin First: Start with damp skin to help the soap lather better and spread easily.

per 100 g soap

R20



VARIANTS FOR HIM 100 g

BLACK
#5

ORANGE
#1

VARIANTS FOR HER 100 g

GREEN
#2

WHITE
#3

PINK
#1

TURN TO PAGE 12 FOR
OUR FRAGRANCE KEY

HAND & NAIL CREAM



HAND & NAIL CREAM 125 ml

GREEN
#2

WHITE
#3

PINK
#1

CORAL
#2

TURN TO PAGE 14 FOR
OUR FRAGRANCE KEY

per 125 g cream

R92

New ARTHUR FORD PureLite® GLOW Range



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