



Dear friend,

I am happy to share with you some of the “key” principles that I have developed during my career as a coach in personal development, image and self-confidence, which I would now like to transfer to a perfume that was created during a short and enriching training course in Grasse, France, in 2011.

This perfume wishes to emphasize that it is possible to

create a luxury product close to the consumer, which enhances a woman of today, a woman like you or me, who loves and vibrates with beauty from everything around her.

I had in mind a “vintage” scent. I was looking for the aroma of wild flowers and spices and from that “Madame Desjonquères” was born. A certain type of “powder” perfume that when we inhale it, transport us to the scents of oriental powder rice which is associated with the “chic” perfume of an elegant French lady. A lady with good manners and a self-assured appearance from the 1930’s era, in unison with the new generation of enterprising female who are kind, sensitive and positive.

“As the being goes beyond appearance, the perfume transcends the bottle”

Here, I want to make you feel valued, that your “being” is the most important thing and it will always be superior to your appearance. Just like the perfume, where its quality always needs to be superior to its bottle and that is why I wanted an elegant and simple looking bottle.

Regarding the packaging, the first thing that you will have noticed before seeing the brand name, is the phrase:

“This fragrance is for you. It’s your “being” beyond the beauty of your image and everything you do”

Here, I have transmitted the principle message of my coaching method called “CERCA” which means “being” is more important than seeming, doing or having.

Because you are unique, special and different, there is nobody else in the world who is equal to you, you are something IRREPLACEABLE.

If you have already read this, you have already begun a quiet and powerful process. It is the process of self-validation of “being” that will drive you towards the positive path and towards success in life, a condition you can reach others with.

When facing any action or decision, I will think of CERCA, which signifies “close” in Spanish. That is to say, close to me, to my family, doing everything in coherence with my personality, my values and my beliefs. You will remember the significance of the word CERCA and each letter that makes up the word, which in turn will help you advance in each stage of your life.

Coaching Method “CERCA”

C: COHERENCE

All that is around me always needs to be in COHERENCE with my BEING, that is to say in coherence with my personality, my tastes, my values, beliefs and talents.

Have a notebook called CERCA and note in it all the important and essential things to you - your principles, values and tastes, etc.

E - ESTEEM

It is firstly love for herself, followed by others. With a positive attitude, love and self-confidence will increase and then you will be able to give love and security to others because **“I cannot give what I do not have”**.

Make a list of actions to undertake in favour of loving yourself.

R - RESPECT

All that I say, do or need to be must always be in RESPECT with myself. Remember that we are all different and a disrespectful act to one person, may not have the same significance to someone else.

I invite you to identify situations in which someone disrespects or has disrespected you and how you will kindly inform him.

C - COMPROMISE

Here I need to express the promise that I have with myself concerning the changes that I need to make.

A - ACTION

Starting the ACTION effectively signifies making the necessary changes and not staying at the same level of analysis.

Write next to each promise when and how you are going to achieve it.

Now, I invite you to smell the perfume, think of the strength of the flowers and the color of this new stage. Next, stand in front of the mirror and tell yourself:

“Starting now, I will listen to my BEING, my self with love and kindness, everything in myself will be coherent with myself, because I am unique and different. I accept each living cell in me and starting today I will increase my love for myself (ESTEEM), I will congratulate myself for my positive actions and I will understand my errors with compassion and kindness. I will respect myself and will allow others to do the same.

I will inform someone if they do not respect me or are kind to me but will do so with gentleness and respect. Starting today (breathe) I will be ENGAGED and will start my ACTIONS to profit positively all that I am, do and have, knowing what these small gestures will create so I need to live SUCCESSFULLY in each part of my life and success for all is to be HAPPY.

Breathe - think of my challenges, think positively and live life positively. Everything will become positive.

“You are uniquely responsible for driving along the path to success, listen to your co-pilot’s advice, (husband, parents..), but don’t take the lanes that others impose to you. Make your own choices”.

Maritza Desjonqueres Añazco

Advice on use

Before applying the perfume, breathe in and think how everything will be positive.

- ✓ In the same way you would apply “eau de perfume”, apply once, 15cm away from your body and in a maximum of four places:
 - Both sides of your neck - ideally next to the jugular vein which is where the perfume will settle naturally and will be absorbed by your skin and hair.
 - On the inside of each wrist (the perfume will leave traces in harmony with your hands).
- ✓ Wait for it to evaporate, **without blowing or rubbing** to keep the fragrance intact and also allowing it to adapt to your skin.
- ✓ Do not spray it on your clothes or jewels - especially cultured pearls.
- ✓ Finally, store your perfume in a fresh and dark place as this will help conserve it and maintain its quality.

If you wish to know more about CERCA for yourself or a company or if you are interested in becoming a qualified CERCA coach, please visit my website: www.madame-desjonqueres-cerca.com

Thank you reading this, please feel free to share it with your friends.

Maritza