

# fargginay

## **Introducing the World's First Bacon Fragrance, bacōn by fargginay**

*Wear the essence of bacon and uncover your new level of awesome!*



**John Fargginay**

(April 5, 2011) Chicago, IL – Can you smell what's SSSSSSizzling? It's Bacon! And now, the essence of the world's most beloved scent is available in a high quality wearable fragrance, bacōn (pronounced Bay-Cone) by fargginay.

In each bottle of bacōn, hidden beneath 11 popular pure essential oils is an ever so slight hint of... bacon. Bacon lovers rejoice, for you now have the ability to bring your bacon with you and to harness the subtle and seductive powers of "Bacon in a Bottle".

bacōn by fargginay is available for purchase at [fargginay.com](http://fargginay.com) in two sophisticated 1oz. aromas, bacōn Classic and bacōn Gold each retailing for \$36. These fragrances celebrate the bacon lover in all of us and can be worn by men, women and vegans alike. bacōn Classic is best characterized as a spicy maple aroma and bacōn Gold, a memorable sizzling citrus.

"A person's sense of smell is intricately linked to human memory, profoundly influencing people's ability to recall past experiences" commented John Leydon, brand founder. "These high quality fragrances are designed to trigger pleasant memories and they do it in a very subtle way." The product tag line is "scent by the gods" and apparently for a very good reason. "These fragrances are perhaps the most thoughtful gift of all time for any bacon lover", smiled Leydon. "They just rock."

bacōn is a passion project mirrored after one of the 20th Century's greatest legends. The Legend of Fargginay began in 1920 when quite by accident John Fargginay, a Parisian butcher discovered the ability to dramatically elevate his customers' mood with a secret recipe blending herbs & essential oils with the essence of...bacon. As the story goes, film stars & heads of state would frequent his shop to procure the magical elixir. With a wink of the eye and the secret code, "fargginay," customers would be slipped a discreet pouch containing the formula said to trigger pleasant memories. After a massive fire on July 4, 1924, the business was lost and so was the formula...Until now. Ladies & gentleman, behold your secret weapon, bacōn fragrances by fargginay. Consumers interested in uncovering their new level of awesome can go to [fargginay.com](http://fargginay.com) and pick up bacōn today.

### About fargginay:

fargginay, Inc. was founded almost 11 years ago born from a mission to resurrect the work of one of the 20th century's greatest legends, John Fargginay. Learn more at [www.fargginay.com](http://www.fargginay.com)

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