

During last weekend's 2012 Toy Fair in New York, ToyMasters Video Magazine caught up with John Mcgonigle, President of the fragrance company JADS International, who've developed the catchy licensed cologne line in anticipation for Marvel's The Avengers movie. Ultimately giving a rundown on each fragrance from Hulk's "Smash!" cologne, to Loki's unisex "Mischief" fragrance, watch the six-minute video rundown below.

Marvel Studios presents in association with Paramount Pictures "Marvel's The Avengers"--the super hero team up of a lifetime, featuring iconic Marvel super heroes Iron Man, the Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back from the brink of disaster. Spanning the globe, a daring recruitment effort

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