

## Luxurious NZ perfumes from nature

Adorn yourself with a luscious solid perfume from Pacific Perfumes' new Artisan Range and revel in nature's opulence. There are no synthetic ingredients – each fragrance is crafted from the rich, beguiling scents of real flowers, leaves and woods.

New Zealand's own Pacific Perfumes is one of only a handful of perfume houses in the world that create complex and evocative fragrances entirely from natural ingredients.

The rare art of natural perfumery is gaining a dedicated following among perfume fans globally. You may wear natural fragrances because of sensitivities to synthetic ingredients, or simply love to indulge in their special luxury, purity and sensuousness.

On the skin, a natural perfume changes over time and surprises you. It melds with your body chemistry, becoming a gorgeous fragrance all your own.

The Pacific Perfumes studio nestles in the green hills of Wellington's Aro Valley. There, perfumers Francesca Brice and Kate JasonSmith create their hand-poured perfumes using precious essential oils and absolutes sourced from plantations around the world, blended in a silky base of natural beeswax and golden jojoba oil.

In keeping with their reverence for nature, they package their Artisan Range in renewable and recyclable materials and donate a dollar from every perfume sold to Forest and Bird.

And just as the fragrances themselves surprise and delight – so does the innovative packaging. An unexpected gift lies inside each stunning box.

Each of the three solid perfumes in the Pacific Perfumes Artisan Range has its own spirit. Choose one to match your own, or that of the person you're spoiling:

### **Wild Goddess**

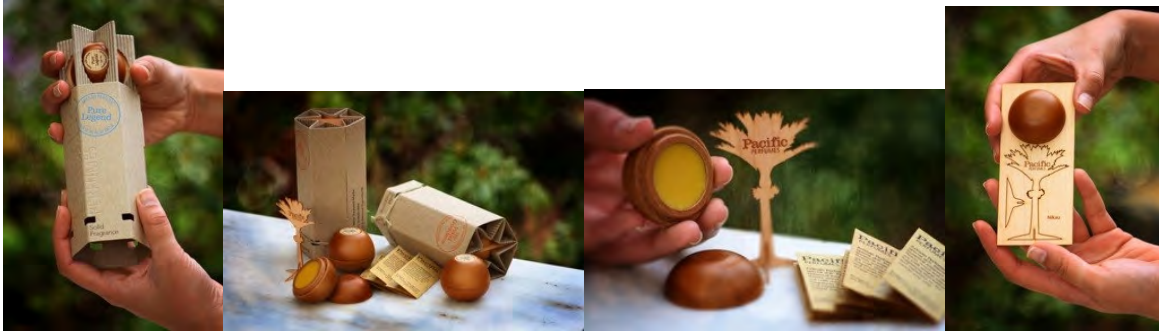
Strong and elegant, this fragrance weaves cedarwood and mythical frankincense with the edginess of tobacco leaf. Amber and benzoin add just the right measure of softness.

### **Pure Legend**

A smouldering earthy scent, blended from smoky vetiver and wild rose, brushed with labdanum. The mood is sensual and richly textured, with a tantalizing hint of sweetness.

### **Simply Paradise**

Sweet, mellow and carefree, Simply Paradise is inspired by summer sunshine, and weaves together the heavenly aromas of ylang ylang, guaiacwood and orange, setting them to luxuriate in delicious cocoa with nuances of vanilla and Peru balsam.



## **100% natural and contains no synthetic fragrances**

We believe in beauty, quality and sustainability. Blending flower, wood, and resin essences we have created perfumes that are unique and inspired by elements of earth, fire and air and sea of the South Pacific.

The fascinating combination of ingredients are all of natural origins, raw and untamed in the creation - you may find a fleck of cocoa or vanilla in your fragrance, unfiltered - we feel that adds to the authenticity of our perfumes. Each element is steeped in golden jojoba oil, carefully blended in beeswax to create each of the hand-poured fragrances.

## **Packaging**

Our whole-earth packaging is made from renewable and recyclable sources, making minimal impact on the environment.

We were searching for someone to create our packaging who had untainted, unbound and unlimited passion, with a good dose of imagination thrown in. The idea of a designer with fresh ideas appealed to us and we approached the School of Design in our home city of Wellington.

Receptive and excited by the idea, Tutor Tulia Moss took the concept to her packaging design class who quite simply 'ran with it' and a fast and furious competition was launched with the brief: 100% sustainable! We were blown away by the talent and compelling concepts that were presented by these designers of the future.

The resulting packaging was designed by Packaging Design student Mike Peters.

Elegant yet simple in design, our signature wooden pot is compact, transportable and beautiful to touch. A clever snap-to system carved in the wood keeps the lid secure. As we do not support the logging of New Zealand native timber, we searched for some time to find an eco-friendly alternative. Sustainable Beech is the perfect solution. Sourced from certified sustainable New Zealand forests a new tree is planted for every one that is logged.

## **Vision**

Pacific Perfumes gives \$1 from every sale to the NZ Forest and Bird society which Protects Aotearoa's native plants, animals and wild places, on land and in the oceans.

**100% Natural Botanical Solid Fragrances 100% Sustainable 100% New Zealand Made**