



Celuí

LOS ANGELES



## About Us

Nicole and Veronica are friends, mothers, wives and dreamers. They share a love of fragrances and dreamt of creating an amazing scent together. Over 2 years of formulations later, the French Inspired pheromone fragrance, Celuí, was born. Celuí launched in Nov. 2019 and has already gained notoriety from celebrities like Jennifer Love Hewitt models like Rachel Mortenson and bloggers like Jessica Felton. Celuí is made with the highest quality fragrance oils and pheromones available and does not include anything toxic like BHT, parabens, phthalates or sulfates.

Celuí is sourced and made in the US and uses an Organic food-grade sugar cane alcohol as it's base. It is also Fair Trade, Cruelty Free and Vegan.



**#womenowned #womenempoweringwomen**

MADE IN LA

*Made in small batches  
at a boutique perfumery  
in Los Angeles.*

*Glass bottles imported from France.*

*Luxury packaging ethically sourced.*





## Top Notes

Jasmine, Gardenia,  
Orange Blossom

## Heart Notes

Ambroxyn, Tobacco,  
Cedarwood

## Base Notes

Oak Moss, Marigold, Ambergris  
+ proprietary pheromones





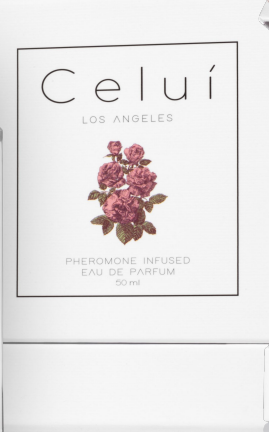
# Assortment



Celuí 7.5ML  
Whsl: \$37.50  
Retail:\$75



Celuí 50ML  
Whsl: \$110  
Retail:\$220



Candle 8.5oz  
Whsl: \$55  
Retail:\$110  
Backordered through May



## FAQ



**Q: What are pheromones and how will they work for me?**

A: A pheromone is a secreted chemical that triggers a social response in members of the same species. Our lab uses a proprietary method to mimic these chemicals via secretions found in wild plants like yams.

Scientists have shown that when women **smell** this compound, their hearts beat faster and their mood improves. In a similar way, when a man smells it, it lifts his mood.

Adding high quality pheromones to your fragrance regimen will not only have a noticeable effect on your mood, but the people around you!

**Q: Are there any toxic chemicals in Celuí?**

A: No. Celuí is free from all toxic chemicals including BHT, parabens and phthalates.

# FAQ



## **Q: Is Celuí cruelty free?**

A: Yes. All of our ingredients are sourced locally from cruelty free labs!

## **Q: Do you offer samples?**

A: Yes. We can send you 5 samples per month at your request.

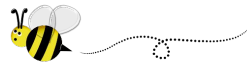
## **Q: How long does Celuí last?**

A: Depending on how often you use it, the 50ML bottle typically lasts between 3-6 months if sprayed frequently. The 7.5ML travel spray lasts anywhere from 1-3 months. And the candle burns for 30-40 hours. Our bottles are imported from France and spray a super fine mist so you can build up the fragrance or use it in a more subtle way.

## **Q: Is your packaging sustainable?**

A: Yes. All of our packaging is made of sustainable paper board that can be recycled.

# BUZZ, BUZZ



The worlds of travel, adventure, and nature collide in this fresh, almost woody fragrance. It's an intoxicating blend of jasmine, gardenia, and orange blossom—one that's hard to resist. We love that it works just as well as a base as it does layered with other scents. It's *that* good.

## Forbes

### Mother's Day Gift Guide: The Sweetest Perfumes Are The Greatest Force



**Celui Fragrance-** The signature Fragrance for the Celui brand, so all aspects of the collection are intertwined with this beautiful floral and uplifting aroma. Celui's signature scent is infused with exotic floral notes and natural essences to enhance each moment of your day. An intoxicating blend of fresh florals, fruity flavors and breezy marine notes including Jasmine, Gardenia, Orange Blossom and Cedarwood. \$220 (50 ml)

☰ WHO WHAT WEAR 🔍 🛒

FRAGRANCE — SEP 20, 2021

## I'm a Fragrance Polygamist—These 11 Always Get My Husband's Attention

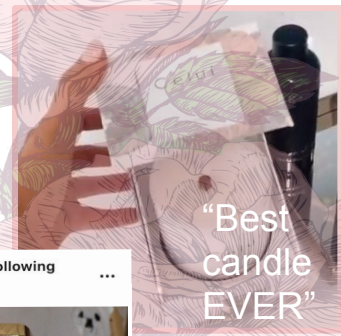
by CAITIE SCHLISSERMAN





# Let's Get Social

@celuifragrance  
52k followers



ohprettythings • Following  
New York, New York



# Big Names



emileehembrow

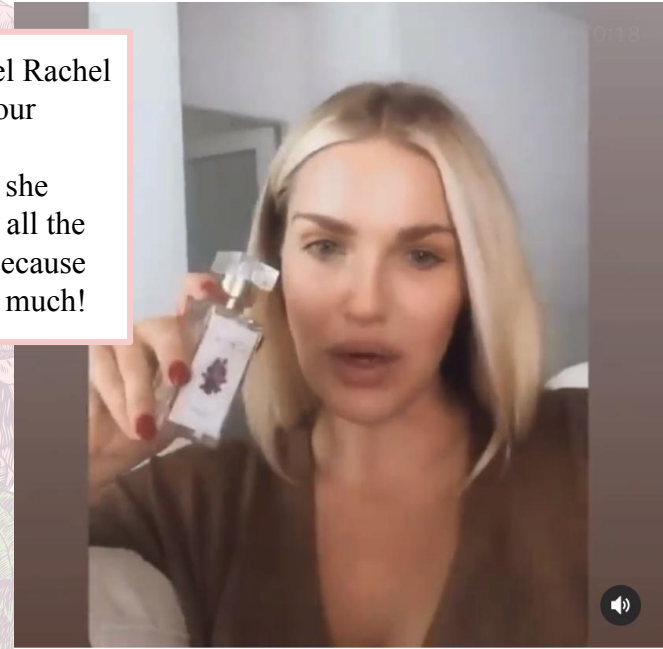
Australian market is loving Celui!

One of the famous Australian Hembrow sisters, 1 million followers

Jennifer Love Hewitt loves it too, of course!



Guess™ model Rachel Mortenson is our unofficial spokesperson, she posts about us all the time for free because she loves it so much!



[View Insights](#) [Promote](#)

♡ 💬 📍 📌

161 views · Liked by shanti13 and nikkatownend  
celuifragrance Girl crush on @rachel\_mortenson 🥰  
rachel\_mortenson In love with you guys  
celuifragrance @rachel\_mortenson 🍷🍷🍷

❤️  
📌

# Lyndie Irons is a big fan!



**“Yummiest smell  
EVER! This is all  
I wear now. I  
LOVE it. People  
ask me all the  
time what I’m  
wearing, and it’s  
THIS!”**



See the post here:

<https://www.instagram.com/p/CTfBL3tn0nh/>

FLYNN SKYE

MADE BY WOMEN, FOR WOMEN



Well known LA designer loves Celuí and asked us to do a giveaway! She also regularly posts about us and will be featured in our journal next month.



flynnnskye • Following

...

As I am a collector of oils , perfumes and anything in between I said yes. To my surprise it arrived and I AM IN LOVE... Celuí is a blend of woody floral, marine notes and fresh flowering fruits infused with pheromones. Delicate, exotic, feminine and intoxicating.

It works well as a base (layered with other perfumes) but is also dangerously great on it's own.

You NEED this in your beauty regimen. So I asked if these lovely girls would do a GIVEAWAY with me just because. This is now my layering scent that I use daily and one person will be enjoying a free bottle. Also who doesn't want to support women owned brands. I do. Enjoy and check them out @celuifragrance 💕



Newport Beach, CA



## Current Doors

**Celui is only partnering with  
the best of the best.**



The newly renovated Hotel Bel Air.  
We are in the spa.



Nicest golf resort and spa on the big island, HI. We are in the spa.



The new Fairmont Spa in  
Century City.

Boyne  
Mountain  
Resort,  
Michigan





Questions  
Or  
Concerns?

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