

# Celuí

LOS ANGELES





## About Us



Nicole and Veronica are friends since high school, 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 stylists like Rachel Zoe. Celuí is made with the highest quality fragrance oils and pheromones available and does not include anything toxic like 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. Celuí is always Cruelty Free, Vegan and Non Toxic.

MADE IN LA

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



Glass bottles imported from France.

*Luxury packaging ethically sourced.*

# Assortment

New look  
same great  
scent.



Les Fleurs Sont Bu (The Flowers are Drunk) is an elegant bouquet of dizzy flowers that pairs so well with Celuí (The One) or can be worn alone. This scent contains our premium plant based pheromones.

Les Fleurs Sont Bu



The One is our original show stopper. A plant based pheromone scent that is both delicate + intoxicating. It can be worn as a base or layered with other scents.

The One



Nuage Blanc (White Cloud) is a warm vanilla and sandalwood scent that adds a deep allure when combined with Celuí (The One) or can be worn alone. Also contains our premium plant based pheromones.

Nuage Blanc

50ML: \$110  
7.5ML: \$37.50

50ML: \$110  
7.5ML: \$37.50

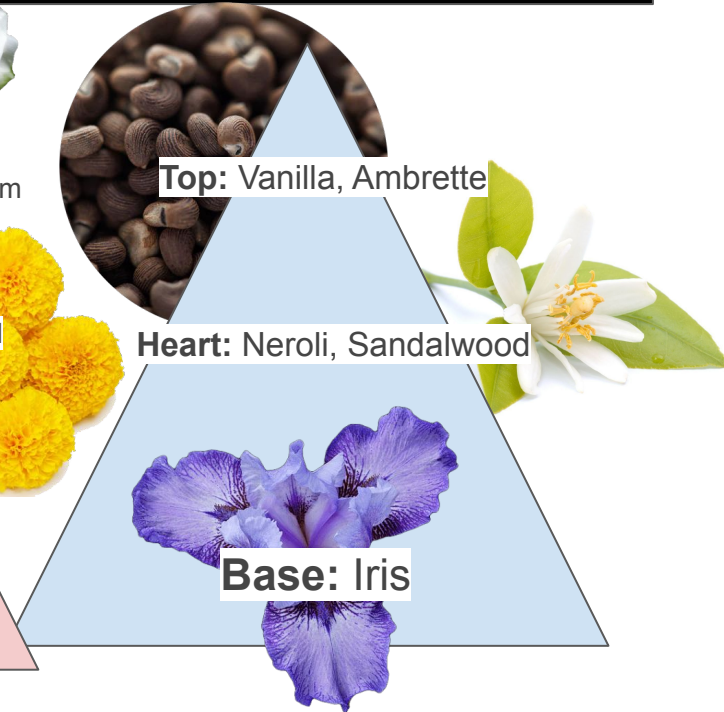
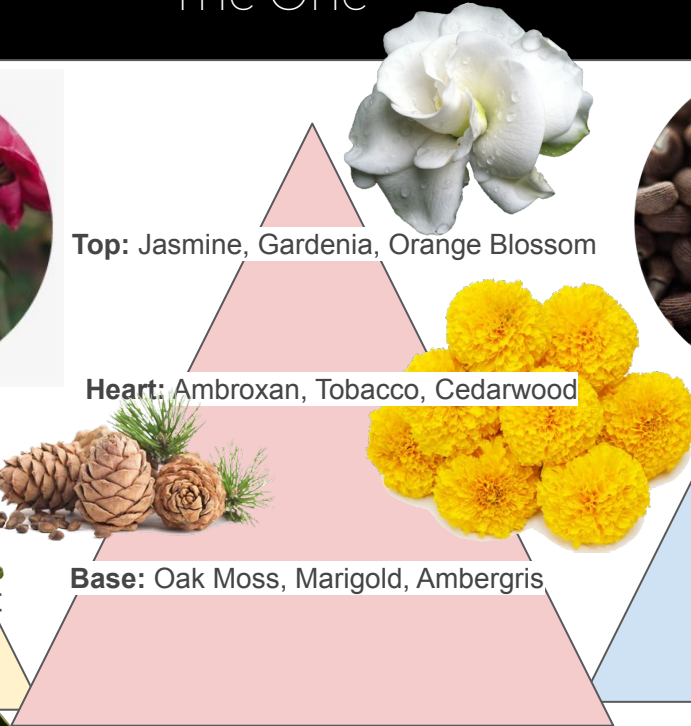
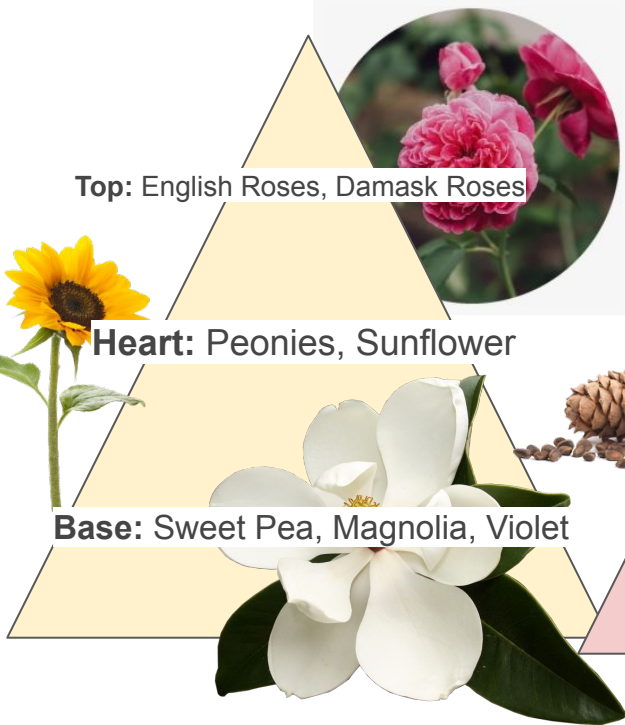
50ML: \$110  
7.5ML: \$37.50

# Notes

Les Fleurs Sont Bu

The One

Nuage Blanc





Each fragrance compound (minus pheromones) is combined with a soy/coconut wax blend and poured into a candle. No cutting corners. A very rich scent with a far throw. \$55 each



# Acrylic Risers

# Custom Displays

# Marble Trays

\*Free with  
minimum  
order of  
\$1,200



# 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 sulfates, 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?**

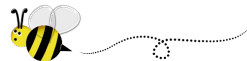
A: Depending on how often you use it, the 50ML bottle typically lasts between 3-6 months if sprayed frequently. The 7.5ML travel spray lasts anywhere from 1-3 months. And the candle burns for 30-40 hours. Our bottles are imported from France and spray a super fine mist so you can build up the fragrance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



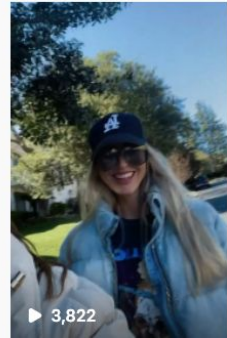
# Let's Get Social

@celuifragrance

55k followers; 600k views



Our reels drive hundreds of new customers to our partner's social accounts.

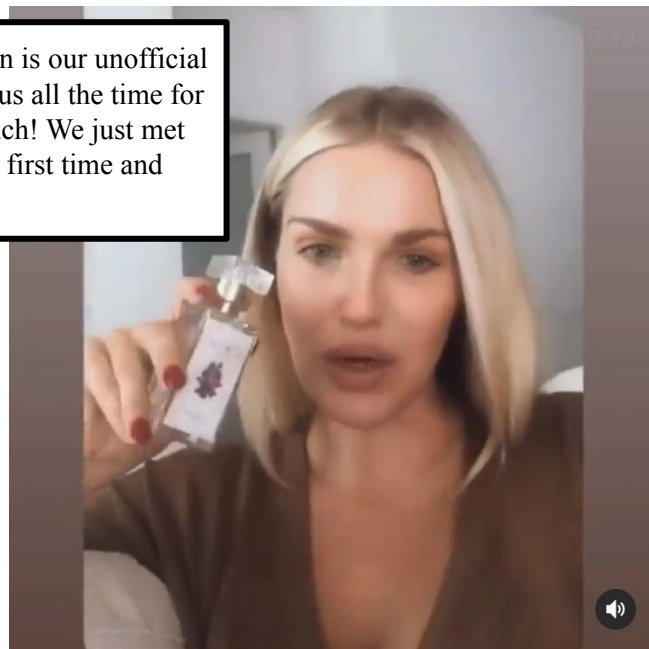
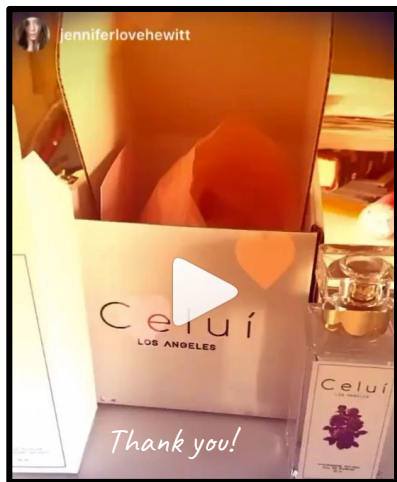


# Big Names



Guess model Rachel Mortenson is our unofficial spokesperson, she posts about us all the time for free because she loves it so much! We just met her at one of our events for the first time and she couldn't be sweeter.

Jennifer Love Hewitt loves Celuí !!!



View Insights

Promote



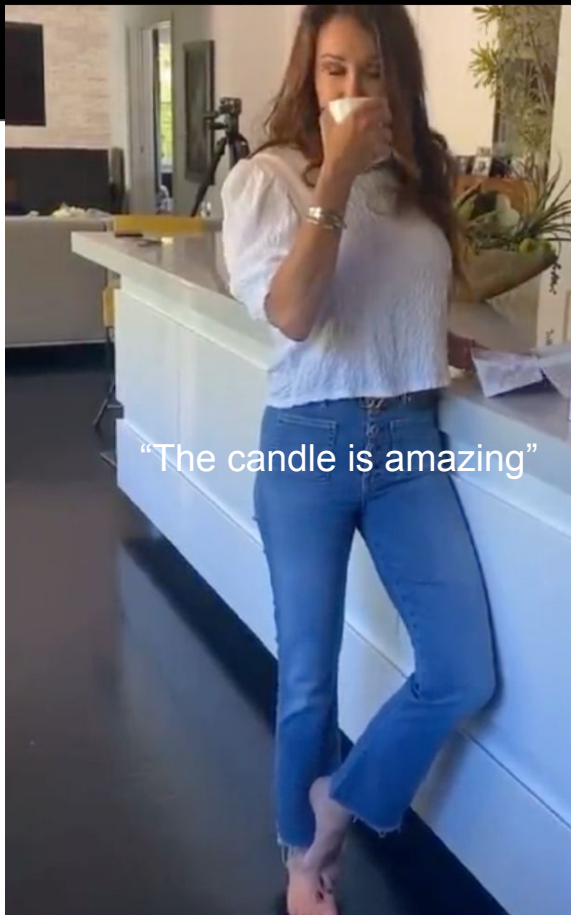
161 views · Liked by shanti13 and nikkatownend  
celuifragrance Girl crush on @rachel\_mortenson 🥰

rachel\_mortenson In love with you guys 🥰

celuifragrance @rachel\_mortenson 🥰🥰🥰



# Lyndie Irons and celebrity stylist Jen Principe are big fans!



# Current Doors

## California:

Fairmont Century Plaza

Hotel Bel Air

Michael Nusskern

The SantaLuz Club

Luna B

Camellia

Tiffany Turnham

Newport Aesthetics

Alden Aesthetics

Lavish

Sianny

The Well @ Lavender Barn

The General Store Fashion Island

## Connecticut:

The Well @ Mayflower Auberge

## Florida:

Mandarin Oriental Miami

## Georgia:

Field Botanicals

## Hawaii:

Four Seasons Hualalai

Kukio

## Michigan:

Boyne Mountain Resort

## Puerto Rico:

Nativa

## Online

**OLIVELA.COM**  
**(COMING SOON)**

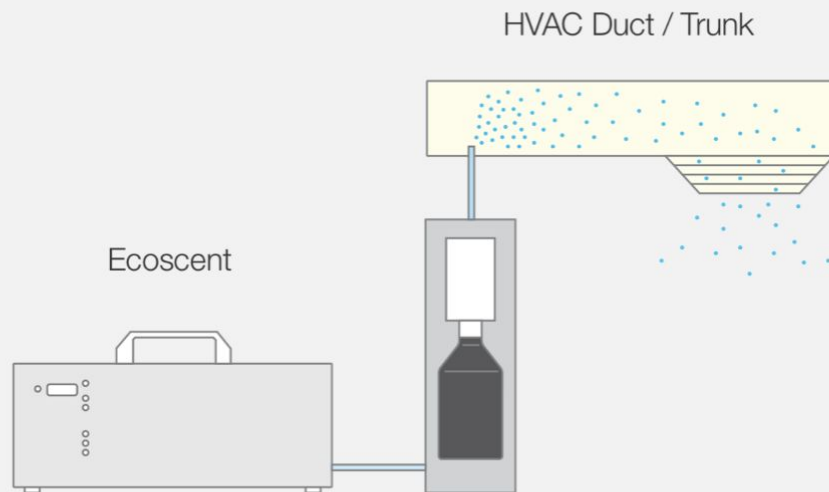


# Ask Us About: HVAC Scenting

<https://www.air-aroma.com/ecoscent/>

## Advanced scent diffusion technology

The Ecoscent is a professional and easy to use HVAC scent diffusion system that delivers a seamless olfactory experience. Built on the world's most advanced cold-air diffusion technology, Air Aroma's patented atomisation process ensures consistent fragrance levels and results.



Pricing on machines vary



2 pack of Celuí 200ML in IMP= \$1000



Request a sample.



Thank  
You

Gina Jacoby  
Sales Director  
gina@roileaders.com  
(310)261-7178  
www.celuifragrance.com