

Celuí

LOS ANGELES

2021 Press

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Celuí Signature is a soft and diaphanous woody scent with some floral notes at the top, and it wears well in the heat and humidity of the midwestern Plains states. None of the florals leans indolic, and none dominates the scent, in my opinion. It has turned into one of my favorite non-gourmand fragrances for its easy wearability and broad appeal!

Projection and longevity appear to be massive, but I didn't know it until it became my most-complimented scent to date!

Link:

<https://www.fragrantica.com/news/Celuí%AD-Signature-A-Review-USA-Giveaway--15280.html>

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BYRDIE

Perfumes That Smell Like a Clean White T-Shirt



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.

Link: <https://www.byrdie.com/clean-smelling-perfumes>

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. Celuí'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)**

Link:

<https://www.forbes.com/sites/josephdeacetis/2021/04/19/mothers-day-gift-guide-the-sweetest-perfumes/?sh=49bed522727b>

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MOTHER'S DAY GIFT IDEAS

FOX 5

9:47 | 69°

ENT

FOX 5

PRESIDENT BIDEN DELIVERS HIS FIRST JOINT ADDRESS TO CONGRESS

HEADLINES



FOX 5 | LIVE

SADIE MURRAY
THE GO-TO GIRLFRIEND

FOX 5

9:47 | 69°

WHERE VICTIMS CAN SAFELY REPORT HATE CRIMES OR HARASSMENT

FOX 5

HEADLINES

Link: [CLICK HERE FOR DOWNLOAD](#)



LUX looks
Beauty Trends

blossoming
BEAUTY

Beauty Editor Jessica McCallerty

As warmer weather approaches and nature continues to blossom, now is a great time to pause and reboot your pampering routine with freshly flowering new finds. Whether it's floral packaging or botanical ingredients you're after, we have the best flower-driven products of the season.

1. PALLAS Goddess Mask Brightening Scrub \$85.00 from www.pallaskincare.com
 2. Hemp Fresh Fusion Pink Citron & Mimosa Flower Energizing Herbal Body Mist & Refresher \$14.95 from www.ahh.com
 3. Pantene Miracle Moisture Boost Sulfate Free Shampoo with Rose Water \$5.99 from www.target.com
 4. RE-ERKTH Rejuvenating Hand Treatment \$50.00 from www.zoeth.com
 5. Avon Curves Me Rose Cushion Primer in Cashmere \$14.00 from www.avon.com
 6. ELEMIS Pro-Collagen Rose Facial Oil \$79.00 from www.elemis.com
 7. Spongelle Body Wash Infused Butter in Peony Flower \$16.00 from www.spongelle.com
 8. Inna Organic Rose Geranium Soothing Facial Mask \$41.45 for 5 from www.amazon.com
 9. Celui Fragrance Signature Fragrance \$220.00 from www.celuifragrance.com
 10. Elizabeth Arden White Tea Eau de Toilette Spray in Ginger Lily \$55.00 from www.elizabetharden.com

Digital: <https://www.cvlux.com/fashion-beauty-1/2021/4/30/blossoming-beauty>

Print: https://issuu.com/eddiemelikian/docs/cvlux_mayjun_2021_digital/28

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Celui Launches with Fragrance Collection

Celui, a fragrance collection infused with globally sourced ingredients, has launched its first products.



Link:

<https://www.perfumerflavorist.com/fragrance/application/finefrag/Celui-Launches-with-Fragrance-Collection-574405361.html>

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HOW SHE CARRIES ON WITH VERONICA HU

Written by: Veronica Hu

“ Just go for it. Put yourself out there and see what happens. ”



V

home life.

eronica Hu, is a Co-Founder of **Celui Fragrance**, perfumers dedicated to creating the finest fragrances inspired by a love for travel, adventure and nature. She talks to 35 Thousand about her love for the beauty world and the challenges involved with juggling work and

Link: <https://35thousand.com/how-she-carries-on/how-she-carries-on-with-veronica-hu/>

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●● Medium

Nicole Townend of Celui
Fragrance: How To Successfully
Ride The Emotional Highs &
Lows Of Being An Entrepreneur



Tenacity and Persistence: The drive to never give up. Reminding yourself why you are doing what you are doing and not getting paid for it for several years. You have to be really strong to keep it up!

Link:

<https://medium.com/authority-magazine/nicole-townend-of-celui-fragrance-how-to-successfully-ride-the-emotional-highs-lows-of-being-an-b8bc9e4f2e3d>

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THRIVE  GLOBAL

Nicole Townend of Celui Fragrance: “Tenacity and Persistence”



Tenacity and Persistence: The drive to never give up. Reminding yourself why you are doing what you are doing and not getting paid for it for several years. You have to be really strong to keep it up!

Link:

<https://thriveglobal.com/stories/nicole-townend-of-celui-fragrance-tenacity-and-persistence/>

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SPA & BEAUTY *today*

SPA & BEAUTY
TODAY'S JULY 2021
EDITORS' PICKS



This luxury glass candle is made with the same fragrance compound as the brand's signature fragrance. Made in Joshua Tree, the dense, hand poured candle fills up a room in just a few minutes and leaves behind a lovely scent. Features top notes of jasmine, gardenia, and orange blossom; heart notes of ambroxyn, tobacco, and cedarwood; and base notes of oak moss, marigold, and ambergis. The eco-friendly wooden wick is a patented special wick by Lumtique and has a tapered spiral that creates a swirling, crackling effect.

Link: <https://spaandbeautytoday.com/articles/spa-amp-beauty-todays-july-2021-editors-picks>

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CALIFORNIA
WEDDING DAY

PURE
ROMANCE

THE BEST NEW VENUES, REAL WEDDINGS,
CHIC DETAILS, INSPIRING BEAUTY AND MORE

WRAP IT UP

GIFTS FOR EVERY MEMBER OF YOUR BRIDAL PARTY



▲ **THE BRIDE:** Enhance those feelings of love by spritzing yourself with **Celui pheromone-infused eau de parfum**, with its fresh floral scents of jasmine, gardenia and orange blossoms, along with breezy marine notes. \$220; from *Celui Fragrance, celuifragrance.com*. If you haven't found your something blue, consider **Ounce of Salt's sapphire Ceylon and halo diamond stud earrings**, set in white gold. \$3,300; multiple locations by appointment, *ounceofsalt.com*.



▲ **GROOMSMEN:** Put an end to picking up someone else's glass by giving the guys a personalized pint glass from **Grain+Oak**. Choose from a variety of design options and put in your choice of text, whether it's the wedding date or each groomsman's name. \$24.95 for a set of two; from *Grain+Oak, grainandoak.com*.



◀ **BRIDESMAIDS:** **Mayne & Co.'s "The Modern Mimosa" bridesmaid box** makes it easy to ask your nearest and dearest to be in your wedding. The curated gift features two Modern Mimosa canned mimosa cocktails, a blush wine glass, a bamboo straw, a dried floral bouquet, Champagne-flavored candies and a "Will you be by bridesmaid?" card, all presented in a rose-colored gift box cinched with a ribbon. \$60; from *Mayne & Co., maynesip.com*.



▲ **GROOM:** **Messermeister's Oliva Elite 8-piece magnet block knife set** is a surefire way to get things cooking after tying the knot. From an Ojai-based, women-owned company, these premium handcrafted knives began in Germany more than 40 years ago. The heirloom-quality culinary pieces feature an exquisite olive wood handle and are engravable with your surname or wedding date. *Oliva Elite magnet block set, \$999.95; from Messermeister, messermeister.com*.



◀ **FOR MOM:** The **orchid jewelry box by Joanna Buchanan** is a wonderful gift for showing love to Mom. The 14K gold-plated brass box is topped with a brass orchid in full bloom, a symbol of love and luxury, making this the perfect vessel for a beloved piece of jewelry. \$128; from *Joanna Buchanan, joannabuchanan.com*.