

2021 Press

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Celuí Signature is a soft and diaphanous woodsy 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!

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



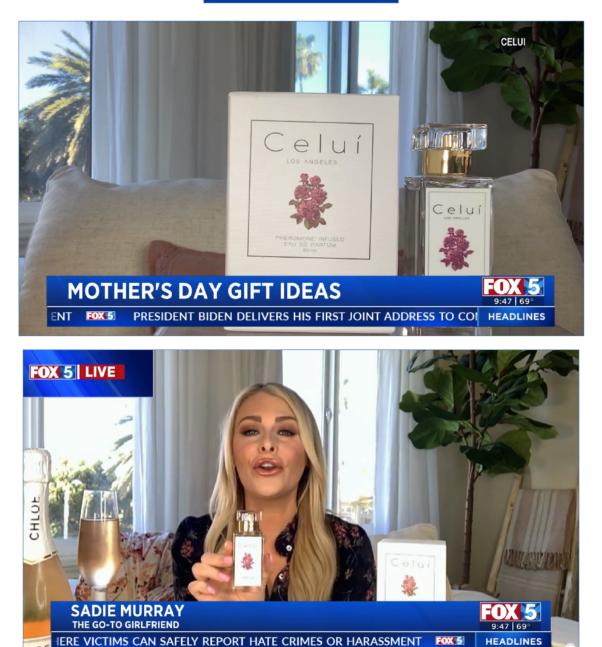
Mother's Day Gift Guide: The Sweetest Perfumes Are The Greatest Force



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





Link: CLICK HERE FOR DOWNLOAD

ILOE





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

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





The Resource for Sensory & Wellness Innovation

Celui Launches with Fragrance Collection

Celui, a fragrance collection infused with globally sourced ingredients, has launched it's first products.



Link: https://www.perfumerflavorist.com/fragrance/application/finefrag/Celui-Launches-with-Fra grance-Collection-574405361.html





HOW SHE CARRIES ON WITH VERONICA HU

Written by: Veronica Hu

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



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 home life.

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

• 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-successf ully-ride-the-emotional-highs-lows-of-being-an-b8bc9e4f2e3d

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

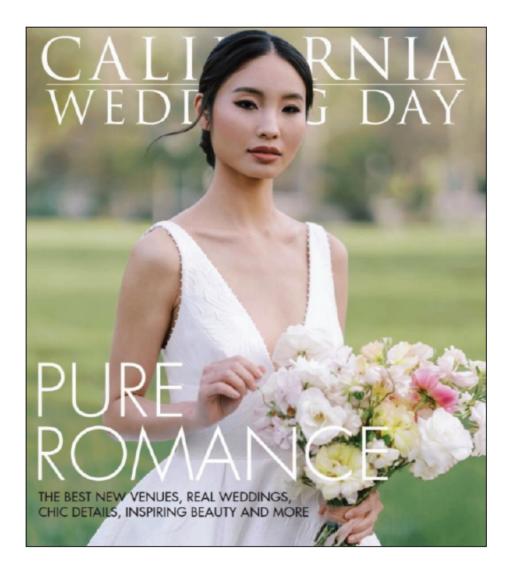
SPA & BEAUTY

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



PORTFOLIO | by Lara Burnap

WRAP IT UP

GIFTS FOR EVERY MEMBER OF YOUR BRIDAL PARTY



THE BRIDE: Enhance those feelings of love by spritzing yourself with Celuí pheromone-infused eau de parfum, with its fresh floral scents of jasmine, gardenia and orange blossoms, along with breezy marine notes. \$220; from Celuí Fragrance, celuífragrance.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, ounceofialt.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., magnetip.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.

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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.



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 Ojaibased, 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.