

F & R

FULTON AND ROARK

*American Fine Fragrance*

F&R



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# AMERICAN FINE FRAGRANCE



## OVER THE YEARS,

we've come to refer to what we do at Fulton & Roark as American Fine Fragrance.

It's not just about where we're from. Rather, it comes from our team's creative mindset...and this pattern that we keep seeing. Whether you're talking about great

American winemakers, painters, chefs, or even breweries, an interesting arc seems to emerge.

Whether it was Cabernets, IPA's, or Rock 'n' Roll, Americans truly made their marks when they disregarded the way things had always been done by the European establishment, and started creating things all their own in their own ways...

knowing the rules, and choosing to break them.

That's what we're doing in the world of fine fragrance—looking to new ingredients, formulation methods, and even formats to make our mark on the world.

While we love and admire the histories and creations that come from the Parisian Maisons, we're out to do something entirely different, something uniquely our own.

We call that ambition American Fine Fragrance, and we hope you enjoy it.

FRAGRANCE

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BLUE RIDGE

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**TOP**

*Citron & White Musk*

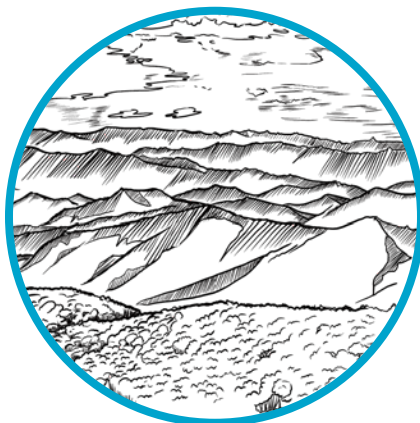
**MID**

*Sage & Jasmine*

**BASE**

*Sandalwood & Amber*

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**O**f all the fragrances in the world, few, if any, are as universally loved as Sandalwood. Our fragrance Blue Ridge is meant to highlight everything we love about Sandalwood. The warm and woody fragrance is accented with top notes of fresh Sage and smooth Amber to create a fragrance that is both familiar and intriguing. Blue Ridge gets its name from one of the oldest mountain ranges in the world. Running from Georgia to Pennsylvania, the Blue Ridge mountains may not be tall or rocky, but they are stunning thanks to the beautiful forest that covers the countless peaks. Like the mountains, Blue Ridge is most striking not because of a single element, but rather the confluence of each of the fragrances combined.

FRAGRANCE

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CALLE OCHO

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**TOP**

*Cinnamon, Rum  
& Bitter Chocolate*

**MID**

*Night Blooming Jasmine,  
Labdanum & Tobacco Leaf*

**BASE**

*Tonka Bean,  
Sandalwood & Musk*

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**L**ocated in the heart of Miami's Little Havana, Calle Ocho is a delight for the senses. In the morning, while enjoying a cafecito, you're likely to catch the sweet scent of baking pastelitos in the air. Later in the day, if you're so inclined, there are countless opportunities for a rum cocktail and hand-rolled cigar made in front of you. While the scents and tastes of Calle Ocho are wonderful, the warmth of its people may be the most striking element of this place. Sit down. Relax, and enjoy it all. Calle Ocho is a celebration of the unique combination of cultures that comprise Little Havana. The fragrance opens with notes of fine aged Rum: woody Amber, Oak Wood, and Bourbon-like Vanilla. The scent opens to reveal creamy Sandalwood, a hint of orange rind, and rich aromatic Tobacco Leaf spiced with cinnamon. The resulting experience from Calle Ocho is warm, welcoming, and one-of-a-kind.

FRAGRANCE

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## CLOUDLAND

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**TOP**

*Citrus Zest & Transparent  
Jasmine*

**MID**

*Jasmine Sambac  
Ylang Ylang & Cashmeran*

**BASE**

*Ambrox,  
Skin Musks & Moss Crystals*

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**C**loudland opens with the delicate scent of Jasmine and Ylang Ylang, before revealing the earthy notes of Cashmere enveloped in Mitti Attar which offers the sense of impending rain. This scent, however, is incomplete without its wearer. An array of skin musks are included by design to interplay beautifully with your body chemistry, creating an intimate skin scent with fascinating depth and nuance.

Inspired by a hike interrupted by a massive summer thunderstorm, Cloudland is a tribute to the sensuous wonder of summer rain.



FRAGRANCE

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BLUE RIDGE

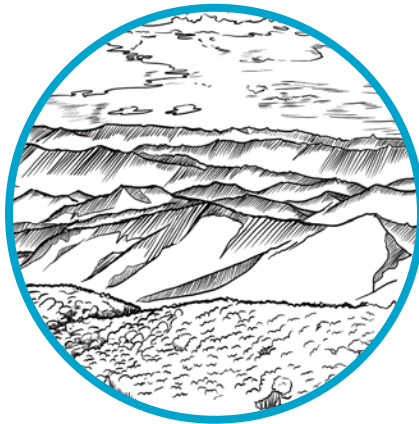
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**TOP**  
*Citron & White Musk*

**MID**  
*Sage & Jasmine*

**BASE**  
*Sandalwood & Amber*

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FRAGRANCE

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DEVIL'S GARDEN

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**TOP**

*Incense, Juniper Berry  
& Cardamom*

**MID**

*Styrax & Labdanum*

**BASE**

*Vetiver Root & Patchouli*

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**G**etting to Devil's Garden is as easy as following the road through Arches National Park. When the road runs out, it's time to start climbing. The start of the trail proves easy enough, with beautiful views of the high desert. Before long, the smooth trail gives way to rough terrain that requires agility and focus to scramble over, under, and through the jagged rock formations. That challenging but breathtaking climb through the beautiful Utah desert is the inspiration for this fragrance. Devil's Garden combines the intriguing scent of Incense, the smoky and earthy notes of Haitian Vetiver Root, and the warm and aromatic essence of Cardamom. Crisp notes of Juniper Berry and the leathery scent of Styrax add depth and complexity to the mélange. The resulting fragrance evokes the call of the high desert air and the silent mystery of the massive rock formations

## FRAGRANCE

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# KIAWAH

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### TOP

*Lemon Rind & Marine Notes*

### MID

*Cedar & Balsam*

### BASE

*Cedar & Balsam*

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**T**here's a paradoxical feeling one gets from staring at the ocean. Surveying the immense power and chaos of waves crashing on the shore somehow lends a sense of peace. Our fragrance Kiawah is also a study in dichotomy, with the warm scent of Virginia Cedar blending perfectly with the crisp scent of cool ocean tides. The combination is accented with clean Citrus and smooth Amber. The resulting fragrance is both assertive and understated, seemingly growing more complex as you wear it. Inspired by the island off the coast of South Carolina famed for its fresh air, beautiful beaches, and fascinating history, Kiawah is the perfect fragrance for every season.

FRAGRANCE

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LOST MAN

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**TOP**

*Grapefruit Zest, Elemi  
& Mandarin*

**MID**

*Clary Sage, Geranium  
& Leather*

**BASE**

*Vetiver, Siberian Pine  
& Cedarwood*

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Just outside of Aspen, Colorado is the Lost Man trail. It's one of our very favorite hikes in the US. Surrounded by the Rockies, the path offers beautiful views of greenery sprinkled with wildflowers, mountain passes, and towering evergreens. Eventually, the trail leads to a deep blue mountain lake. The intense and rugged majesty of this little trail inspired us to create Lost Man.

Lost Man opens with the brisk intermingled notes of fresh Citrus, Virginia Cedar, and Siberian Pine—like sunlight peeking through the trees. The green and herbaceous and floral notes of Clary Sage and Geranium provide a stunning contrast with the earthy, leathery scents of Styrax and Haitian Vetiver. The result is a delightful combination that calls to mind fresh mountain air blowing through the massive fir trees of the Colorado wilderness.

FRAGRANCE

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MAHANA

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**TOP**

*Pomelo & White Musk*

**MID**

*Coriander & Birch Leaf*

**BASE**

*Cedar*

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**M**ahana is inspired by the hike to Papakolea, a green sand beach near the Southernmost point of the Big Island of Hawaii. Our homage to Mahana is a celebration of fresh air, verdant hills, and driftwood. With notes of Pomelo, Coriander, and fresh Green Leaves, Mahana is clean, light and remarkably approachable. Perhaps our freshest cologne to date, the fragrance feels crisp and pure, like a cool breeze on even the warmest of days.

## FRAGRANCE

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# MATIA

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### TOP

*Cardamom & Ginger Blossom*

### MID

*Carrot Seeds, Saffron,  
Geranium & Violet*

### BASE

*Patchouli, Leather  
& Black Amber*

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**T**here's only one way to Matia, and that's by boat. The miles-long journey across the water serves as its own preparatory ritual for what lies ahead. For such a small island, Matia is a striking presence—a green-topped tower jutting out from the blue water below. One can't help but marvel at the steep sandstone cliffs, and the towering mass of trees stacked atop them in a way that almost seems precarious. This fragrance is our homage to this otherworldly island. Matia opens with the inviting scent of Cardamom intermingled with spicy Ginger Blossom, before giving way to the complex notes of Carrot Seed and Geranium. The fragrance is anchored with notes of Patchouli, Leather Accord, and Black Amber. It is a deeply intimate fragrance—a salty skin scent that is both familiar and surreal. Like the island itself, the only way to understand Matia is to experience it for yourself.

## FRAGRANCE

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# NARADA

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### TOP

*Bergamot & Black Pepper*

### MID

*Rosewood & Ginger*

### BASE

*Resin*

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**N**ear the base of Mount Rainier in Washington State lies Narada Falls. They are formed by the Paradise River dropping 160 feet straight down a volcanic rock cliff wall, gathering in a pool before making a second drop and continuing the river's run. While it is beautiful in summer, the upper falls freeze over during the winter, creating an amazing sight to behold, massive vertical sheets of ice surrounded by dense evergreens and dark stone. This remarkable juxtaposition of the natural elements was the inspiration for Narada. The fragrance opens with fresh and spicy notes of Bergamot, Black Pepper, and Cardamom and opens to reveal warm notes of Rosewood, Ginger Root, and Resin. More than any other fragrance ever created by F&R, Narada responds to your specific body chemistry. The resulting fragrance is both fresh and intriguing, familiar but distinct, and uniquely yours.

## FRAGRANCE

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# PALMETTO

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### TOP

*Pink Pepper & Grapefruit*

### MID

*Magnolia Flower & Neroli*

### BASE

*Cedarwood & Incense*

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**L**ike its namesake, the fragrance of Palmetto is both warm and welcoming while carrying an air of mystery. The clean and citrusy top notes give way to Pink Pepper Spice and Magnolia Flower, complemented with lingering notes of Incense and Cedar. This intricate fragrance is ideal as a Spring and Summer scent, but with its approachable complexity, it may just become your new year-round signature cologne.



## FRAGRANCE

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# PERPETUA

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### TOP

*Neroli & Lemon*

### MID

*Amber & Jasmine*

### BASE

*Coumarin & Cedarwood*

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**O**n the coast of Oregon, 800 feet above the crashing ocean waves below, is the peak of Cape Perpetua. Though heavily forested with enormous evergreens, openings provide miles-long views of the ocean and its jagged coast. While the beauty of Perpetua's forest would be noteworthy on its own, the fact that it is surrounded by the sea makes it truly spectacular. The cologne opens with a deep blend of Cedarwood and Mahogany, which is offset with clean and bright notes of Neroli, Bergamot, Jasmine, and Amber. The result is a fresh and inviting fragrance that is somehow also sturdy and complex.

## FRAGRANCE

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# RAMBLE

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### TOP

*Black Pepper & Bamboo Leaf*

### MID

*Balsam Fir & Elemi*

### BASE

*Oakmoss & Patchouli*

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**I**n the heart of America's most populated city, lie 36 acres of dense, green forest. Inside, you'll find meandering trails, beautiful forest gardens, and an astounding array of wildlife. Known as "The Ramble, this enclave within Central Park offers wilderness to anyone looking for it amidst one of the most cosmopolitan cities in the world. This perfect union of societal sophistication and natural beauty was the inspiration behind Ramble. Our most complex and polished fragrance ever released, Ramble, features a number of natural fragrance ingredients that combine to create something truly unique. Ramble opens with the warm and inviting notes of Balsam Fir needles that intermingle with the earthy and mossy notes of Oakmoss and Bamboo Leaf to create an accord that evokes the smell of a lush forest. The exotic fragrance of Elemi is interwoven through the scent, with notes of Pepper, Spice, and Lemon to add complexity and freshness.

FRAGRANCE

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STERLING

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**TOP**

*Bergamot & White Musk*

**MID**

*Sage & Jasmine*

**BASE**

*Sandalwood & Amber*

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**S**terling is our homage to the rich and complex fragrance that is Tobacco, and we spent more than a year getting the formulas just right. The aromatic blend opens with warm and sweet Tobacco, which gives way to smooth Leather and is completed with notes of dark Amber and Vanilla. The resulting fragrance is assertive without being heavy or overbearing. Sterling was named for Mount Sterling in the Western Mountains of North Carolina. While not easily accessible, the hike to the top of the abandoned fire tower on the mountain's peak is worth the effort. We think that like the climb, your experience with Sterling will be well worth the wait.

FRAGRANCE

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## THOUSAND PALMS

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**TOP**

*Bell Pepper,  
Petitgrain & Pink Pepper*

**MID**

*Tuberose, Coriander  
Leaf & Mango*

**BASE**

*Patchouli Heart,  
Helvetolide, Amber Woods*

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**T**housand Palms opens with a vivid burst of green Bell Pepper brought into sharper focus by the sparkling notes of Petitgrain and Pink Pepper. The scent immediately opens to reveal soft, fresh Tuberose and Coriander Leaf, as well as a hint of juicy Mango, all layered across sun-drenched wood.

Much like the palm trees bursting forth from their desert oasis, Thousand Palms is meant to evoke the sense of euphoria inspired by the sight of life springing forth from desolate lands.



# LAYERING



## IMAGINE ATTENDING A HOUSE PARTY

where the host attempts to play music throughout the house using a single speaker. In one area of the house, you would have no idea there was music playing at all, while upstairs and across the hall, it's deafening.

Now imagine a party with a great stereo system spread across the house. Everywhere you go, the music provides great atmosphere without becoming disruptive.

To carry the analogy all the way through—you're the house, and the well-layered fragrance is a great stereo system. And of course, the particular F&R scent you're wearing? Well, that's your favorite song. What's more, proper layering is not just a better distribution of your favorite scent, but it's also about eliminating competing scents that don't complement your fine fragrance.

By combining the consistent layers of your favorite F&R fine fragrance across your Bar Soap, Deodorant, and Formula 5 Oil, those closest to you will appreciate your scent more than ever, without overwhelming the senses. Unlike nearly every other fragrance house, we have put tremendous attention into each of our offerings to ensure that they not only smell fantastic, but that they perform better than anything else we have found on the market.

PRODUCTS

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SOLID FRAGRANCE

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*Available in a range of fragrances*

0.2 oz / 5.6 g

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**O**ur solid fragrances are wax-based fragrances that are long-lasting and designed not to overpower. They come in a small, refillable, shatterproof container and can go anywhere you do. To apply it, just swipe your fingers across the wax to apply a small amount to your wrists and neck and you're ready to go.



CONTROL



SHATTERPROOF



STEADY-WEARING



TRAVEL FRIENDLY

PRODUCTS

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## TRIPLE-MILLED BAR SOAP

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*Available in a range of fragrances*

8.8 oz / 249.5 g

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**F**ine fragrance isn't just for after your shower. Our line of Exfoliating Bar Soaps offers the same scents available in our Fragrance line, allowing you to layer on fragrance for a long-lasting atmospheric olfactive experience. However, our Bar Soaps do far more than just smell fantastic.

Each of our Bar Soaps offer a specialized combination of gentle exfoliants designed to gently remove dead skin cells while effortlessly gliding across the skin. And while exfoliating, the blend of shea butter, cocoa butter, olive, and grapeseed oils, keep your skin supple and hydrated -all with no waxy sensation. After a few weeks of use, you're likely to notice smoother, healthier-looking skin. And, thanks to its long-lasting triple-milled formulation, a bar of F&R soap lasts months, not weeks.



LONG  
LASTING



NO WAXY  
SENSATION



GENTLE  
EXFOLIATION



GOOD  
INGREDIENTS



FINE  
FRAGRANCE



PRODUCTS

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## FORMULA 5 OIL

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*Available in a range of fragrances*

1.7 fl oz / 50 ml

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**T**hink of this as your "desert island" skin and hair product. Formula 5 gets its name because it offers five great uses in one little bottle:

- Hair** - Tames flyaways and provides a healthy luster to hair without the hold.
- Body** - Our oil penetrates deep into the skin to lock in moisture and soothe dry skin.
- Beard** - Moisturizes and smooths your beard while providing moisture to skin underneath.
- Scalp** - Replenish your scalp's healthy oils and protects it from cold, dry weather.
- Shave** - Softens your skin and scruff while providing lubrication for your razor giving you a smooth shave.

And like all F&R products, it smells absolutely fantastic. Formula 5 is comprised of a blend of seven nourishing natural oils, Shea and Murumuru Butters to add smoothness and shine, Vitamin E to help minimize and repair damage caused by free radicals, and D5 Silicone for a silky feeling with no greasiness or extra weight. Whatever style you choose, Formula 5 is sure to be a perfect addition to your routine.



FINE  
FRAGRANCE



MULTIPURPOSE  
OIL



NOURISHING  
MOISTURE



TRAVEL  
FRIENDLY

PRODUCTS

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## INSPIRED DEODORANT

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*Available in a range of fragrances*

2.25 oz / 64 g

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When we decided to create deodorants, we envisioned a product that did far more than prevent unpleasant odors. We wanted to offer high-performance deodorant that smelled as distinguished as our fragrance line. Like in our solid fragrances, we use only the finest essential oils, extracts, and fragrance ingredients to create truly inspired scents that you will be proud to wear, no matter the occasion. Our new line of refillable deodorants is formulated to leave you feeling clean and smelling fantastic all day. They are made of ingredients you can feel good about, and the refillable packaging means that every time you purchase a refill, you're using about 85% less plastic than buying the status quo. You'll appreciate the easy-on application, with no strange colors or residue.



FINE  
FRAGRANCE



EASY-GLIDE,  
NO STAIN APPLICATION



ODOR  
PROTECTION



ALUMINUM, PHTHALATE,  
AND BAKING SODA FREE



REFILLABLE

PRODUCTS

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EXTRAIT DE PARFUM

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*Available in a range of fragrances*

1.7 fl oz / 50 ml

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**O**ur customers asked, and we finally delivered. After ten years of producing the best Solid Fragrances around, Fulton & Roark is offering Extraits for the first time. And, as usual, we're defying some expectations. Each of our fragrances is formulated at an Extrait de Parfum level, which means a much higher fragrance concentration than most offerings on the market. Rather than the 5-10% concentration of an Eau de toilette (EDT) or even the 10-20% concentration levels of an Eau de Parfum, our concentration levels for each scent are 25-30%. The result means a long-lasting, deeply nuanced fragrance with amazing longevity. And of course, just a little goes a long way.



# POLICIES



**SINCE THE DAY WE LAUNCHED FULTON & ROARK IN 2013**

one of the primary tenets of business has been that we would always do our best to be fantastic partners to our retailers. We deeply appreciate each of our retailers who represent F&R to their customers, often introducing shoppers to our company for the first time.

In order to serve our retailers, we strive to offer beautiful and functional display options, complimentary testers, and as much educational support as possible.

Over the years, our policies have evolved as we have grown and learned. We expect each of our retailers to follow our guidelines in order to ensure our mutual success, and so that we can continue to invest as much as possible into your success.

If you have questions for us, please reach out anytime. As always, we are proud to be your partners.

## POLICIES OVERVIEW

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*F&R values each of our retail partners and strives to create the most mutually beneficial relationships possible. The following guidelines help ensure everyone's success. Failure to follow these policies could result in the termination of the business relationship.*

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### ONLINE RETAIL POLICIES

Retailers of Fulton & Roark are welcome to sell F&R online, provided they do so on their store's branded website only:

- » Retailers may not sell on any third-party websites, such as Amazon, Ebay, Etsy, etc.
  - » The MSRP/Retail price for all products is to be considered the Online Minimum Advertised Price, and under no circumstances can it be sold for less without the permission of F&R.
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### BRICK AND MORTAR RETAIL POLICIES

Fulton & Roark wants to do all we can to help our retail partners succeed with our products.

- » Retailers should reach out to F&R for replacement samples or new signage.
  - » Retail support for Extrait de Parfums will be provided with an MOQ of three units per fragrance.
  - » Please do not merchandise any product that is not Fulton & Roark on F&R retail displays.
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### PAYMENT POLICIES

- » Payments must be made in a timely manner; in the case of overdue invoices, new orders will be put on hold until payment for pending invo
- » We reserve the right to charge the credit card on file in the case of overdue invoices.
- » We require payment upfront for opening orders.
- » We reserve the right to switch to upfront payment (net-zero) terms in the event of late payments.

## KEYS TO SUCCESS

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*In the last ten years, we have learned a great deal from our retailers about what works best for them when it comes to selling F&R products. Our recommendations below are based on what we have learned from our top accounts about what has best helped them succeed. If you have more suggestions about what leads to excellent performance, we'd love to hear them.*

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### KEYS TO SUCCESS

- » Sampling is key. Getting product in the hands of your customers makes the sales process easy.
- » Always have samples available for customers to try.
- » F&R will provide replacement samples or signage to its retail partners at any time. No order required.
- » Sign up for our wholesale newsletter to stay in the loop of new product launches, sales data, and product education.
- » Request access to our wholesale portal so that you can easily reorder F&R whenever you are running low on inventory

# CONTACT



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