



Fall/Winter 2020

Exceptionally unique essences {perfumes & cologne) that are artfully & soulfully designed with skin health, the psyche, and our communities & environment in mind.

A WOMAN & INDEPENDENTLY-OWNED BUSINESS

ULTRA CLEAN INGREDIENTS | SCENTED WITH ESSENTIAL OILS | CRUELTY FREE & VEGAN | MADE IN THE USA
FREE FROM parabens, sulfates, phthalates, synthetic dyes, nitro & polycyclic musks, formaldehydes (& many more)

ABOUT ALLURESSENCES LLC

The Journey

allurESSENCES LLC is a woman & independently owned business from Wisconsin that came to life in a totally {& beautifully} unplanned & unexpected way.

Our owner/aromachologist spent 20 years in financial marketing prior to her career taking an unexpected turn in 2016, when she became intrigued with 'clean' fragrances. Based on personal interest only, she began blending essential oils & aromatic ingredients to create a signature scent for herself. EVERY TIME she'd wear that 'signature scent' in public, she'd get stopped in her tracks with the question, '**WHAT PERFUME DO YOU HAVE ON?!**'

So, within a very short time frame, she setup a small home apothecary, and feverishly began blending, bottling, labeling, and stocking local shops, boutiques & salons with Pure Love Essences.

By 2019, her perfume/cologne project turned into {more than} a full-time job, so she went back to basics. She developed a solid business plan, re-branded her business, and partnered with an ISO-9001:2015 certified, professional perfume company* to reformulate her original recipes. In November of 2019, the original Pure Love {Boho} recipe was successfully reformulated & relaunched. Pure Love {Moroccan} followed in April 2020, and Pure Love [Rebel] in May 2020.

Presently, allurESSENCES LLC is rapidly growing by developing new partnerships with retailers across the country who have similar missions & values as our own.

*Alpha Aromatics meets environmental & quality standards set by RIFM, IFRA, Oregon Tilth, ISSA & the NPA.

ABOUT ALLURESSENCES LLC

Mission & Values

Our essences are functional works of art that are intended to show love to our skin health, psyche, communities & environment.

SKIN HEALTH & PSYCHE:

❖ Our essences are:

- Ultra clean & healthier for your skin {free from harmful ingredients & known allergens*}
- Beneficial to your state-of-mind {infused with natural essential oils & adorned with genuine gemstones}
- Exceptionally unique & captivating {like nothing you've ever experienced, yet never overwhelming}

COMMUNITIES & ENVIRONMENT:

❖ Our company:

- ❖ Financially supports non-profit organizations {suggestions welcome}
 - We're currently partnered with the Fight to End Exploitation (FEE) organization. FEE exists to end human trafficking through prevention, intervention, and restoration.
- ❖ Uses minimal packaging/no product boxes & reusable product bags
- ❖ Creates cruelty-free & vegan products using ethically-sourced ingredients & materials that are all MADE IN THE USA

pure love

Boho

"I love Boho so much! It makes me feel happy, sexy & unique. People are always asking me what I have on & are attracted to this scent like bees to the hive!" – Jennifer B

Hypnotic notes of warm woods & mystical amber embrace your free spirit, while whispers of enchanting jasmine soothe your soul

Sheer Essence Mist 1.7 oz.

- ❖ Infused with natural essential oils & adorned with genuine rose quartz gemstones {the 'love stone'}
- ❖ Imparts an ethereal aromatic veil over your body, clothing & mane
- ❖ For best aromatic results, layer with Pure Essence Oil
- ❖ Apply as liberally & often as desired

Pure Essence Oil 10 ml

- ❖ Infused with natural essential oils & adorned with genuine rose quartz gemstones {the 'love stone'}
- ❖ Imparts a richer aroma that remains close to your skin & is designed for application to your pulse points
- ❖ For best aromatic results, layer with Sheer Essence Mist
- ❖ Apply as liberally & often as desired
- ❖ ALCOHOL-FREE | TRAVEL-FRIENDLY

WHOLESALE COST: \$39.50 MIST / \$26.00 OIL

MSRP: \$79.00 MIST / \$52.00 OIL

UPC: 860002567112 MIST / 860002567105 OIL

SKU: BM-001 MIST / BO-001 OIL

TESTERS: \$20.00 MIST / \$13.00 OIL



pure love

Moroccan

“WOW, I'm in love with the Moroccan scent! It smells exotic, like luxurious coconuts & the beach all in one, and the scent lasts all day!” – @purelysteph

Sunkissed notes of golden amber & oceanic musk elevate your vibe, while glimmers of exotic coconut surrender your senses

Sheer Essence Mist 1.7 oz.

- ❖ Infused with natural essential oils & adorned with genuine amazonite & turquoise gemstones {the 'soothing stones that enhance love'}
- ❖ Imparts an ethereal aromatic veil over your body, clothing & mane
- ❖ For best aromatic results, layer with Pure Essence Oil
- ❖ Apply as liberally & often as desired

Pure Essence Oil 10 ml

- ❖ Infused with natural essential oils & adorned with genuine amazonite & turquoise gemstones {the 'soothing stones that enhance love'}
- ❖ Imparts a richer aroma that remains close to your skin & is designed for application to your pulse points
- ❖ For best aromatic results, layer with Sheer Essence Mist
- ❖ Apply as liberally & often as desired
- ❖ ALCOHOL-FREE | TRAVEL-FRIENDLY



WHOLESALE COST: \$39.50 MIST / \$26.00 OIL

MSRP: \$79.00 MIST / \$52.00 OIL

UPC: 860002567136 MIST / 860002567129 OIL

SKU: MM-001 MIST / MO-001 OIL

TESTERS: \$20.00 MIST / \$13.00 OIL

pure love

Rebel

"Pure Rebel is subtle & smells awesome! It's very distinct, without being overpowering, and I get compliments all the time. I need more ASAP!" – Brian K.

Sophisticated notes of rich woods seduce your senses, while rugged leather accords incite fire in your soul

Cologne Spray 1.7 oz. (\$79.00 suggested retail) – a unisex scent

- ❖ Infused with natural essential oils & adorned with genuine black tourmaline gemstones {the 'protection stone'}
- ❖ Imparts a swoon-worthy scent over your body & clothing
- ❖ For best aromatic results, layer with Cologne Oil
- ❖ Apply as liberally & often as desired

Cologne Oil 10 ml (\$52.00 suggested retail) – a unisex scent

- ❖ Infused with natural essential oils & adorned with genuine black tourmaline gemstones {the 'protection stone'}
- ❖ Imparts a richer aroma that remains close to your skin & is designed for application to your pulse points
- ❖ For best aromatic results, layer with Cologne Spray
- ❖ Apply as liberally & often as desired
- ❖ ALCOHOL-FREE | TRAVEL-FRIENDLY

WHOLESALE COST: \$39.50 SPRAY / \$26.00 OIL

MSRP: \$79.00 SPRAY / \$52.00 OIL

UPC: 860002567143 SPRAY / 860002567181 OIL

SKU: RS-001 SPRAY / CO-001 OIL

TESTERS: \$20.00 SPRAY / \$13.00 OIL



RETAILER TESTIMONIALS

"I should be your poster child because I literally **haven't worn perfume since high school!** I've been gifted extremely expensive perfumes over the last 25 years, but never liked (or wore) any of them because I felt they smelled too synthetic. I now wear Pure Love {Boho} daily & have a **newfound love** for this particular essence." – Dr. Jill Wohfeil {Owner | Reneu Medispa}

"We don't even have to sell your products, as they speak for (& sell) themselves! **Everyone LOVES THEM!** We literally had a lady try one on yesterday, and she said that she had just bought perfume from Anthropologie, so she wouldn't be buying today. We said, 'bet you'll be back!'. Not even an hour later, she was back in to buy it! She said that she 'couldn't get enough of the scent!' Now that says something!" Morgan K. {Owner | Fray Boutique}

"Had another customer say I smelled good today! She is a regular customer and said that she **usually only wears CHANEL** perfume. She was like "I looove that scent you're wearing...do you sell it here?! I want to wear that!" Amy Joswick {Owner | The Barn Owl}

"I'm excited beyond belief to carry such beautiful scents that are **unique, clean, and so very addictive!** I will NEVER go back to other perfumes again! You have me and so many ladies in my community HOOKED!! Jennifer L. {Owner | Faded Roots Boutique}

"After selling the Boho fragrance in my shop, I cannot express enough how much customers were **drawn to the scent and loved how the blend wasn't overpowering.** They also appreciated that this light, yet very alluring fragrance was also perfect for everyday wear. Customers would come back time & time again for this fragrance, as they appreciated that it was made with essential oils and free of toxic ingredients (found in many mainstream fragrances). Boho was a product line hit, to say the least, and a favorite among my customers! I highly recommend this uniquely-scented, non-toxic, skin-friendly product line!" Amy Joswick {Owner | The Barn Owl}

"I have been selling your perfumes like CRAZY!"
Kristine Wright {Owner | The Roost Mercantile}

CUSTOMER TESTIMONIALS (& many more on our website)

“What a gift your fragrances bring to the sense of smell! When my son became paralyzed in a serious car accident, almost losing his life and plunging his family into deep despair, the subtle, sweet-smelling aroma of Pure Boho Love wafted through his hospital room (his nurse wore it). **This scent brought such a sense of hope, love, and healing** into our hearts. I’ve ordered several bottles...I don’t want to forget this journey. Thank you so much!” – Bonnie K.

“Pure Love {Boho} is HEAVEN SENT! I’ve only been wearing it for 2 weeks, and I’ve been **stopped by strangers everywhere** from Walgreens, to Farm & Fleet, to the gas station, just to tell me that I smell so good & to **ask me what fragrance I’m wearing**...I’ve never had this happen before! I just ordered my 2nd bottle of Boho mist. Your fragrances are THE BEST!!!!” - @elegantlymanifested

“I tell everyone about your product line, and I can’t express to you enough how grateful I am. I **nearly gave up on wearing perfume because nothing I liked agreed with me or my allergies**. When people wear strong perfumes around me, I cannot breathe. Then, I read your article in the newspaper, and decided to give it one more try...AND I FINALLY FOUND A PERFUME THAT **SMELLS AMAZING, LASTS THROUGHOUT THE DAY, AND DOESN’T AFFECT MY ALLERGIES!** Thank you beyond words for creating & sharing this beautiful scent that agrees with me!” – Beth S.

“When I found Pure Love {Boho}, I was excited to find something made with a **clean mindset!** What I wasn’t prepared for is **how much I LOVE it! It smells absolutely euphoric!** It is gentle enough that it **doesn’t irritate my sensitive skin** at all! And it drives my husband absolutely WILD, so yay for that added bonus! **I never want to be without this**, and I can’t wait to try the new scents when they come out!” – Shannon S.

“Channeling all the boho vibes with this boho scent from a new fragrance line that I’m obsessed with. The woman-owned, Wisconsin-based company is absolutely DIVINE, my friends! Sampled three of her amazing scents that are infused with essentials oils and **unlike anything I’ve smelled before**. And, she gives back to local charities! She’s the real deal!” - @theuncommonbrunette

“**I’ve worn the same perfume since 1997**, so when a good friend bought me a bottle of Pure Love {Boho}, I thought there’d be no chance of ever switching. I now wear Boho every day & love it!” - Jamie L.

“I was so excited to get my samples of your fragrances! **I love all of them** - hard to pick a favorite...Moroccan makes me think of summer or maybe vacation on a tropical isle. Since traveling won’t be a possibility for the foreseeable future, wearing this will lend itself to daydreaming about beaches & warm sunshine. I still love Boho of course - **such a beautiful scent**, and I never get tired of it. Wearing something that **smells so good just makes me feel happy**. As for Rebel - WOW, that’s so awesome, too!” – Karen H.

PRESS MENTIONS

'Oconomowoc Woman is Taking her Products National'

by Hannah Kirby, Milwaukee Journal Sentinel, Published Jan. 2, 2020

READ FULL ARTICLE ABOUT PURE LOVE ESSENCES {PERFUMES} HERE:

<https://www.jsonline.com/story/communities/lake-country/news/oconomowoc/2020/01/02/oconomowoc-woman-creates-pure-love-perfume-and-essential-oil-company/2776348001/?fbclid=IwAR33XM0XyJ33OKCwIxuHN7-gVE3eNKeWZWg7ijlU6zVWYVIY1meU5hxnuCU>

'Oconomowoc Woman Looks to Grow Fragrance Business'

by Sari Lesk, Milwaukee Business Journal, Published Jan. 1, 2020

READ FULL ARTICLE ABOUT PURE LOVE ESSENCES {PERFUMES} HERE:

https://www.bizjournals.com/milwaukee/news/2020/01/01/oconomowoc-woman-looks-to-grow-fragrance-business.html?ana=TRUEANTHEMFB_ML&utm_campaign=trueAnthem%3A+Trending+Content&utm_medium=trueAnthem&utm_source=facebook&fbclid=IwAR3j8vbr03Uv5oP1v4nf6iD-pJ4xBHdI1hHIY4LPJCoNMhCXn2bCkyU3Ny0

GIVING BACK TO OUR COMMUNITIES

- ❖ We financially support non-profit organizations {suggestions welcome}

- ❖ *Gals on the Go Project (2019)*
 - Our financial donation provided the opportunity for 25 girls to attend the Gals Institute's '**Beauty Inside & Out**' workshop.
 - This workshop helps girls build confidence & healthy relationships with themselves, and teaches them to embrace what makes them unique, instead of measuring their self-worth by outside influences.
 - Learn more online at: galsinstitute.com/gals-on-the-go.html

- ❖ *Fight to End Exploitation (Present)*
 - We are currently partnered with the Fight to End Exploitation(FEE) organization.
 - Our financial donation will assist them in their fight to end human trafficking through prevention, intervention & restoration.
 - Learn more online at: fighttoendexploitation.org.

INGREDIENTS

ULTRA CLEAN INGREDIENTS | CRUELTY FREE & VEGAN | MADE IN THE USA

We use only the highest-quality, skin-safe ingredients & natural essential oils.

PURE LOVE {BOHO} - HYPOALLERGENIC*

Sheer Essence Mist: Alcohol (Denat.), Fragrance (Parfum)** , Pogostemon Cablin (Patchouli) Essential Oil, Juniperus Virginiana (Cedarwood) Essential Oil, Santalum Album (Sandalwood) Essential Oil

Pure Essence Oil: Fragrance (Parfum)*, Pogostemon Cablin (Patchouli) Essential Oil, Juniperus Virginiana (Cedarwood) Essential Oil, Santalum Album (Sandalwood) Essential Oil

PURE LOVE {MOROCCAN}

Sheer Essence Mist: Alcohol (Denat.), Fragrance (Parfum)** , Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Eugenia Caryophyllus (Clove) Flower Oil, Copaifera reticulate balsam (Copaiba Balsam) Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Medica Limonum (Lemon) Peel Oil, Piper Nigrum (Black Pepper) Seed Oil , Citrus Nobilis (Mandarin Orange) Peel Oil, Boswellia carterii gum (Frankincense) oil, Pogostemon Cablin (Patchouli) Oil, Juniperus Virginiana (Cedarwood) Oil, Pimpinella Anisum (Anise) Fruit Oil, Cananga Odorata Flower (Ylang) Oil, Benzyl Benzoate, Hexyl Cinnamal, Hydroxyisohexyl 3-cyclohexene Carboxaldehyde, Coumarin, Benzyl Salicylate, Linalool, d-Limonene, Butylphenyl Methylpropional

Pure Essence Oil: Fragrance (Parfum)*, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Eugenia Caryophyllus (Clove) Flower Oil, Copaifera reticulate balsam (Copaiba Balsam) Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Medica Limonum (Lemon) Peel Oil, Piper Nigrum (Black Pepper) Seed Oil , Citrus Nobilis (Mandarin Orange) Peel Oil, Boswellia carterii gum (Frankincense) oil, Pogostemon Cablin (Patchouli) Oil, Juniperus Virginiana (Cedarwood) Oil, Pimpinella Anisum (Anise) Fruit Oil, Cananga Odorata Flower (Ylang) Oil, Benzyl Benzoate, Hexyl Cinnamal, Hydroxyisohexyl 3-cyclohexene Carboxaldehyde, Coumarin, Benzyl Salicylate, Linalool, d-Limonene, Butylphenyl Methylpropional, Cinnamal Alcohol, Geraniol

INGREDIENTS (cont'd)

ULTRA CLEAN INGREDIENTS | CRUELTY FREE & VEGAN | MADE IN THE USA

We use only the highest-quality, skin-safe ingredients & natural essential oils.

PURE LOVE [REBEL]

Cologne Spray: Alcohol (Denat.), Fragrance (Parfum)**, Pogostemon Cablin (Patchouli) Essential Oil, Juniperus Virginiana (Cedarwood) Essential Oil, Treemoss Extract

*HYPOALLERGENIC: Visit the link below to review known perfume allergens identified by IFRA:
www.ecomundo.eu/en/blog/cosmetics-allergens-europe-compliance

**FRAGRANCE (PARFUM) IS FREE FROM: Harmful ingredients such as parabens, sulfates (SLS/SLES), phthalates, synthetic dyes, nitro musks, polycyclic musks, and formaldehydes/ formaldehyde-releasing agents (and many more).

WHAT WE MEAN BY 'HYPOALLERGENIC'

As stated, Pure Love {Boho} is considered hypoallergenic in accordance with IFRA guidelines. So, what does that mean, exactly?

Our fragrance manufacturer, Alpha Aromatics, strictly adheres to the guidelines of IFRA & are members of Fragrance Creators Association (the North American Affiliate of IFRA; <https://www.fragrancecreators.org/>).

Per IFRA, if a fragrance is free from the 26 known perfume allergens, it can be considered 'allergen free/hypoallergenic'.

- See list of perfume allergens here: <https://www.ecomundo.eu/en/blog/cosmetics-allergens-europe-compliance>

That said, the list of perfume ingredients that a person could a) be allergic to, or, b) have a sensitivity to, is entirely endless. Therefore, due to use of natural essential oils in our formulas, **we highly recommend you purchase a sample to ensure that you do not have any sensitivities to the ingredients, and to ensure that you love how it smells on you.** Due to the nature of our ingredients, we have a no return/no refund policy.

If you have any questions that you'd like answered prior to placing an order, please contact us directly.

WEARING & CARING

HOW TO WEAR & CARE FOR YOUR PURE LOVE ESSENCES

{...wait for it...}

Our essences were designed to be nothing like traditional perfumes & cologne, and the magic of Pure Love Essences happens at the 'dry down' {or the end notes that remain on the skin}, when the aromatic ingredients mingle & develop with each wearer's unique body chemistry. Their aromas range from very light-to-medium, yet are extremely intoxicating & addicting, and unfold in a singular way on each wearer.

****VERY IMPORTANT INFO****

Due to the characteristics of some of the ingredients used in our essences, some wearers have experienced olfactory fatigue. In the event this happens, give yourself a break from wearing the essence for a few days. When you resume wearing, your ability to smell the essence will return.

Kindly do not judge the essences from the bottles.

Our essences are skin scents that are designed to be applied to clean, warm, unscented skin. Over time, the essence will develop & mingle with each wearer's own, unique body chemistry - offering a unique aroma for each wearer. Please apply/experience only one scent at a time, and allow at least 15 minutes for the essence's most authentic aura to fully develop.

PLEASE NOTE: If your skin and/or the essence is cold in temperature, you may notice little-to-no scent at all.

For maximum intensity & best aromatic results:

Spritz your body {& hair/clothes} with Sheer Essence Mist/Cologne Spray, and then layer with the Pure Essence Oil/Cologne Oil {designed for pulse points & warm areas of your body}.

WEARING & CARING (cont'd)

HOW TO STORE YOUR PURE LOVE ESSENCES

We do not add harmful UV filters & preservatives to any of our products, so please keep all Pure Love products out of direct sunlight and store at room temperature.

WHERE TO USE YOUR PURE LOVE ESSENCES

Can't get enough of your Pure Love Essence aroma? See below for creative areas you can scent with your favorite Pure Love Essence:

PURE ESSENCE OIL USES

- ❖ Essential Oil Diffuser {start with 10 drops of Pure Love Essence Oil per 100 mls of water}

SHEER ESSENCE MIST USES

- ❖ Fabric & Carpeted Areas Inside your Automobile
- ❖ Gym & Work Bags
- ❖ Inside Suitcases & Carry-ons
- ❖ Bedding, Curtains & Towels
- ❖ Linen Closets & Dresser Drawer Sachets
- ❖ Vacuum Cleaner Bags

ORDER TERMS, FREIGHT & CONDITIONS

❖ WHOLESALE ORDER MINIMUMS

- Opening Order: \$340.00
- Reorders: \$150.00

❖ TERMS

- All orders will be charged at the time of shipment, and 100% payment is required before the order is shipped. Payments can be made via credit card (Visa, MasterCard, Discover, American Express), Apple Pay, ACH transfer, or check. Please make checks payable to allurESSENCES LLC.

❖ FREIGHT

- Standard shipping is UPS, F.O.B. Hartford, WI or Oconomowoc, WI. Orders are processed within 1-2 business days, but please allow up to 5 business days for transit time. All other shipping terms must be pre-approved and are subject to additional fees. Handling & transaction fees are included.

❖ RETURNS

- **ALL SALES ARE FINAL.**
 - ✓ allurESSENCES LLC offers sample size essences for you to try to ensure you like the line & want to carry it. No returns, refunds, or exchanges will be offered. Shipping fees are also non-refundable. For your knowledge, our current packaging is NOT tamper-proof, therefore the essences inside could be compromised once removed from your store.

❖ DAMAGES

- If your products were damaged in transit, please take photos immediately upon opening, and email the photos to jodi@pureloveessences.com within 2 days of receipt (photo evidence required). allurESSENCES LLC is not responsible for lost, missing, or stolen packages, so please be sure to have your package shipped to a **secure location**. Please contact your postal carrier directly regarding the aforementioned circumstances.

❖ ONLINE SALES & EXCLUSIVITY

- allurESSENCES LLC does not allow any retailers to sell on Amazon. If our products are found online, the seller account will be flagged, and future shipments will be put on hold.
- We do not zip code protect unless discussed and approved by management. If you're interested in exclusivity, please contact jodi@pureloveessences.com.

STARTER SETS

RETAIL DISPLAY



STARTER SET ONE | \$786.00

- 8 Essence Mists (4 Boho/4 Moroccan)
- 4 Rebel Cologne Sprays
- 12 Essence Oils (4 Boho/4 Moroccan/4 Rebel)
- Free Testers (1 for each product; 5 total)
- Free Retail Display

STARTER SET TWO | \$530.25

- 4 Essence Mists (2 Boho/2 Moroccan)
- 2 Rebel Cologne Sprays
- 8 Essences Oils (3 Boho/3 Moroccan/2 Rebel)
- 2 Testers for the Price of 1
- 50% Off Retail Display

STARTER SET THREE | \$340.00

- 4 Essence Mists (2 Boho/2 Moroccan)
- 2 Rebel Cologne Sprays
- 4 Essences Oils (2 Boho/1 Moroccan/1 Rebel)

RE-ORDERS

\$150.00

OPTIONAL

Retail Display* | \$65.00

Small Retail Display** | \$15.00

Mist/Spray Tester | \$20.00

Oil Tester | \$13.00

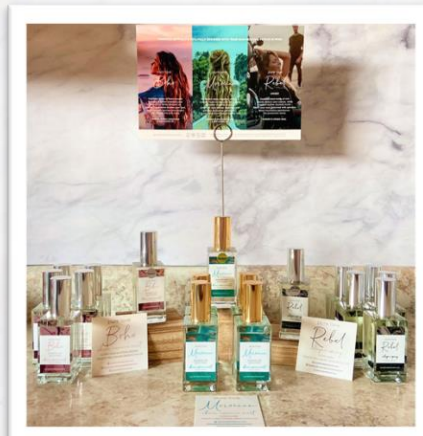
Discovery Set (6 Minis) | \$15.00

Individual Minis | \$2.50

DISCOVERY SET



SMALL RETAIL DISPLAY



*16"Wx16"Hx6"D, sturdy metal frame

**4"x6" POP card, tall metal stand,
3 wooden riser blocks

CONTACT INFO

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Facebook: facebook.com/pureloveessences

Instagram: [@pureloveessences](https://www.instagram.com/pureloveessences)

RangeMe: range.me/49KEoJ1X_RIY40MyZw9BUg