

NEW PRODUCT LAUNCH: SUPERNATURAL INFUSIONS™ (GIFT SET)

For Immediate Release

November 7, 2018

Awake Organics® has announced its debut into perfumery with the launch of Supernatural Infusions™ (£118); a limited edition gift set for perfume lovers looking for a healthy, customisable way to wear fragrance.

The set of vegan perfume oils is designed to be worn separately or layered together, allowing the wearer to create their own signature scent depending on their mood, preference or occasion.

Included in their instagrammable packaging are two distinct fragrances: Fire Spirit and Water Dreamer. Each natural perfume oil is made exclusively with wild-crafted resins, herbs and flower oils, using a 33-day maceration technique.

Founded by natural cosmetic formulator and wellness writer, Melissa Kimbell, Awake Organics® is a UK indie brand, certified cruelty free and packaged in locally made, recyclable cartons.

"The mainstream is moving away from synthetic ingredients in their skin and hair care. I believe fragrance is the next category that will undergo a natural revolution."

- Melissa Kimbell

Supernatural Infusions™ is available for pre-order from [awakeorganics.co.uk](https://www.awakeorganics.co.uk). Shipping begins November 19th.

Stocked Online: <https://www.awakeorganics.co.uk/product/natural-perfume-oils/>

Website: <https://www.awakeorganics.co.uk>

Socials (insta, FB, Twitter): @awakeorganics, #awakenedbeauty

Please direct all inquiries to:

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Consumer-led Product Development

After the first round of sampling feedback revealed that a singular fragrance would only appeal to their customer base 35-50% of the time, the brand decided to change their approach despite being 8 months into product development.

Detailed feedback showed that individual preferences varied not only on fragrance notes but also on the occasion, time of day and even mood.

"I realised that there are many factors that influence how my customers choose to wear fragrance. I wanted to create a way for them to control the way they experience ours."

– Melissa Kimbell

By deconstructing their perfume into two contrasting fragrances that also compliment each other, Awake Organics says their set of natural perfume oils can be worn separately or layered together in enough combinations to suit most.

Solving a Problem

After learning that 3,999 chemicals are legally permitted in perfume in the EU, and only 26 of them are allergens required to be reported on ingredients lists, Melissa decided it was time to offer perfume lovers something healthier – and a lot more old school.

Despite the modern packaging, the brand uses traditional, whole plant maceration techniques to infuse unique aromas into natural coconut oil. The process takes 33 days, in which time tree and shrub resins, flowers and adaptogenic herbs are used to create the brand's natural fragrance notes.

"We don't use any boosters or synthetics whatsoever. Every ingredient in our perfume is carefully chosen based on the aroma it can impart naturally over time."

– Melissa Kimbell

Fragrance that benefits wellbeing – Key Ingredients

Frankincense - Used for centuries for both its spiritual and medicinal properties, frankincense restores a sense of peace and balance, is excellent for meditation, and can help to soothe anxiousness. The brand uses the raw, edible resin from Boswellia trees.

Holy Basil (Tulsi) – A well-known adaptogenic herb used in Ayurvedic medicine to counter life's stresses. The brand uses the leaf, stem and flowers of this wild-grown herb.

Neroli Flower Oil – Has powerful mood-boosting properties and there is mounting research that shows this oil may have a beneficial effect on hot flashes. Ounce for ounce, the brand's pure neroli oil is almost twenty times more expensive than silver.

Small Batch

The first run of Supernatural Infusions™ is set at 250 units, with the next batch available after Christmas with updated packaging.

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