



# Acorelle

PERFUME RANGE

2020

# ACORELLE PRODUCT PORTFOLIO

## 9 PERFUMES WITH BENEFICIAL PROPERTIES



### EAUX DE PARFUM 50 ml

Sous la Canopée 3700343021140	Envolée de Néroli 3700343021157
Lotus Blanc 3700343021195	Tendre Patchouli 3700343021133
Absolu Tiaré 3700343021188	Velvet Rose 3700343021201

### EAUX DE PARFUM 50 ml

Jardin des thés  
3700343021010  
Fleur de Vanille  
3700343021089  
Divine Orchidée  
3700343021034

Available in roll-on  
10 ml

## PRESTIGE COLLECTION



### LA BOHÈME

Eau de parfum 50 ml  
3700343021171  
Roll-on 10 ml  
3700343023694

### L'ENVOÛTANTE

Eau de parfum 50 ml  
3700343021126  
Roll-on 10 ml  
3700343023496

## BODY MISTS AND EAUX DE TOILETTE



### BODY MIST 100 ml

Absolu fruits  
3700343024356  
Sauge marine  
3700343024349  
Exquise Vanille  
3700343024363

### EAUX DE TOILETTE 50 ml

Jasmin Troublant  
3700343020099  
Fleur Poivrée  
3700343020105  
Orchidée Blanche  
3700343020112

## ACORELLE – PIONEER IN ORGANIC PERFUMERY

100% NATURAL ORIGIN FRAGRANCES WITH 9 BENEFICIAL PROPERTIES



### INTERNAL MANUFACTURING

Produced in our own factory in Agen, a factory that is HQE certified, and located in the south-west of France



### INDEPENDENT PERFUMER

- Unique creations, imagined by **Katell Plisson**, our independent perfumer, who loves natural materials.
- Ingredients carefully selected in partnership with **Stéphane Piquart**, professional eco-sourcing of raw materials for perfumery.



### 100% NATURAL FRAGRANCES

- Vegan & certified organic, **Cosmos Organic**.  
Made in France
- Formulated with organic wheat alcohol and organic flower waters.
- Free from petrochemical ingredients



### WITH 9 BENEFICIAL PROPERTIES

- Scents that use the olfactory power of essential oils, to **act on our emotions** and boost our well-being on a day-to-day level.
- 3 families for 3 properties: energizing, soothing, balancing.

## WHY CHOOSING AN ORGANIC PERFUME ?

### A VERY DIFFERENT FORMULATION

#### TRADITIONAL PERFUME

A complex formulation with  
**synthetic ingredients**

→ **DENATURED ALCOHOL :**  
(in order to make the perfume not drinkable)  
Denaturant molecules

**DEP**  
Diethylphtalate  
(Methyl-ethyl ketone, Isopropyl, alcohol)  
Endocrine disruptor\*

→ **PERFUME BASE :**  
Synthetic odorous molecules

**GALAXOLIDE**      **EXALTOLIDE**  
Polycyclic Musk      Monocyclic Musk

Environmental risk, Endocrine disruptors\*

→ **CHEMICAL UV FILTERS**  
(prevent the perfume from altering in contact with the light)

**BHA**      **BHT**  
Butylhydroxyanisole      Butylhydroxytoluène

Environmental risk, carcinogenic action and  
endocrine disruptors\*

VS



#### ORGANIC CERTIFIED & NATURAL PERFUMES

An simple and respectful formulation

→ **ORGANIC WHEAT ALCOHOL NOT DENATURED**  
Without denaturant molecules,  
without chemical filter, without  
phtalate

→ **NATURAL PERFUME BASE**  
Odorous molecules coming from the  
nature (plants, flowers, fruits, woods...)  

- Without musks
- Can contain some naturally occurring  
allergens naturally present in the plants

→ **FLORAL WATERS**  
With numerous benefits (soothing,  
refreshing, ...)

**100%**  
**NATURAL**  
**ORIGIN**



## ACORELLE CONCEPT – THE OLFACTOTHERAPY

« THE POWER OF ESSENTIAL OILS  
TO REGULATE OUR EMOTIONS IN POSITIVE WAY »

1

We know essential oils for having many properties. We currently use them by application on the skin, by inhalation, diffusion or by ingestion.

WE ALSO CAN USE THEM FOR THEIR ODOROUS MOLECULES ABLE TO REGULATE EMOTIONS : **OLFACTOTHERAPY**

2

Smell Acorelle Perfume : Essential oils **odorous molecules** will be received by nasal mucosa receptors to be converted in message sent to our brain.

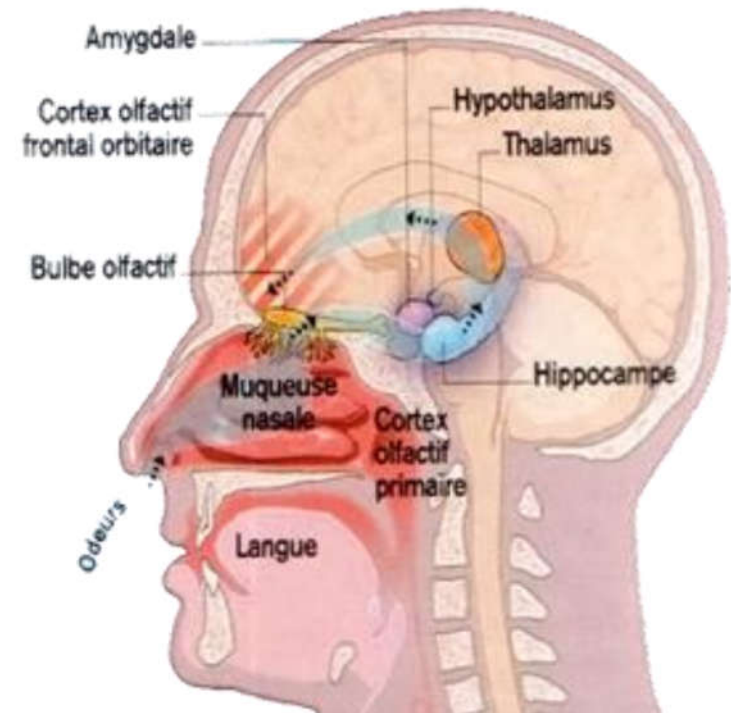
3

**Emotional** (Hypothalamus, Thalamus) and **Odorous** brain systems have the same channel of communication.

OUR EMOTIONAL SITUATION WILL CHANGE ACCORDING TO ODOROUS MOLECULES SMELT.

Examples:

- Ylang Ylang : Reduces stress
- Petit grain : Brings relaxation
- Cedar : Regains energy



1 **WHAT TYPE OF EMOTIONAL BENEFIT ARE YOU LOOKING FOR ?**  
3 Families based on emotional benefits : **ENERGIZING – BALANCING – SOOTHING**

2 **WHAT TYPE OF ODOROUS ARE YOU LOOKING FOR ?**  
Based on Olfactive families preferences :

- FLORAL



- WOODY



- FRUITY



- AROMATIC



- CITRUS



- AQUATIC



- ORIENTAL



+ : 2 perfumes for man & woman : Lotus Blanc & Sous la Canopée

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# FRAGRANCES

## WITH 9 BENEFICIAL PROPERTIES

**A key brand and pioneer in the creation of certified and sophisticated natural Eau de parfum at the cutting edge of innovation.**

Accorelle has developed a unique concept "the olfactory-therapist" based on the power of essential oils on emotions and well-being.

In 2019, the brand started renovating its Eau de Parfum, creating perfumes that are modern, of high quality and **Cosmos Organic certified**, juices that have more facets with more hold, similar to conventional perfumery.



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## NEW SOPHISTICATED PERFUME OFFER

### A MODERN AND SOPHISTICATED OFFER, WITH LONG-LASTING FRAGRANCE

#### ENERGIZING



##### Tendre Patchouli – Fulfilling

###### *Amber and sensual notes*

A mysterious Patchouli mingling powerful earthy accents with soft citrus notes.

**Effet :** Improves sensuality and self-confidence.



##### Jardin des thés – Energizing

###### *Citrus & tea notes*

Tea and citrus accords for a fragrance that is both aquatic and enlivening.

**Effet :** Provides an alert and positive mind.



##### Sous la Canopée – Encouraging

###### *Woody and spicy notes*

A modern woody fragrance with sparkling facets and a warm lingering scent.

**Effet :** Renews strength and courage.

#### BALANCING

NEW



##### Absolu Tiare – Balancing

###### *Floral sunny notes*

Sunny, sweet notes for a true invitation to relaxation and escape.

**Effet :** Induces relaxation and letting go.



##### Fleur de Vanille – Comforting

###### *Delicious Vanilla notes*

A reassuring scent combining the tenderness of Vanilla and the comfort of Peruvian Essences.

**Effet :** Provides comfort and security.



##### Velvet Rose – Harmonizing

###### *Fruity rosy notes*

A floral, fruity fragrance bringing out the beauty of airy, modern, elegant Rose.

**Effet :** Boosts enthusiasm and self-esteem.

#### SOOTHING

NEW



##### Divine Orchidée – Anti-stress

###### *Fruity chypre notes*

Fruity Chypre notes featuring Sandalwood, Orange and Cardamom that induce relaxation.

**Effet :** Soothes and encourages restfulness.



##### Lotus Blanc – Relaxing

###### *Aquatic green notes*

Sparkling citrus in a perfect harmony with aquatic flowers for a burst of freshness.

**Effet :** Provides tranquility and relaxation.



##### Envolée de Néroli – Soothing

###### *Citrus green notes*

A reassuring hesperide fragrance where Neroli expresses all its facets.

**Effet :** Intensively relaxes and soothes.

## NEW SOPHISTICATED PERFUME OFFER

3 RENOVATIONS IN 2019

### *Why introduce the 3 new perfumes?*

- To propose more sophisticated and modern perfume offer by working with an independant fragrance designer. A further work on perfume notes brings a **better scent adherence all day long**.
- To seduce fervent organic consumers with high requirements.
- To attract **new consumers** sensitive to selective parfumery.
- To **renew, boost and highlight perfume offer** : wood display, new design & wood caps to convey more **naturalness**.



## NEW SOPHISTICATED PERFUME OFFER

3 RENOVATIONS IN 2019



### TENDRE PATCHOULI

Fulfiling

« A mysterious Patchouli mingling powerful earthy accents with soft citrus notes. »

- **HEAD NOTES**  
Bergamot, Orange
- **MIDDLE NOTES**  
Jasmin, Cinnamon, Clove
- **BOTTOM NOTES**  
Patchouli, Peru balsam, Myrrh

#### OLFACTOTHERAPEUTIC PROPERTIES

Improves sensuality and self-confidence



### SOUS LA CANOPÉE

Encouraging

« A modern woody perfume with sparkling and spicy notes and a warm trail »

- **HEAD NOTES**  
Grapefruit, Ginger
- **MIDDLE NOTES**  
Pink pepper, Ylang Ylang, Incense
- **BOTTOM NOTES**  
Cedar, Vetiver, Cistus Tonka

#### OLFACTOTHERAPEUTIC PROPERTIES

Renews strength and courage



### ENVOLÉE DE NÉROLI

Soothing

« A dynamic and reassuring citrus fragrance in which all the facets of neroli are expressed »

- **HEAD NOTES**  
Lemon, Mint
- **MIDDLE NOTES**  
Neroli, Orange blossom, Rose
- **BOTTOM NOTES**  
Sage, Cedar

#### OLFACTOTHERAPEUTIC PROPERTIES

Intensively relaxes and soothes

## NEW SOPHISTICATED PERFUME OFFER

### INNOVATIONS 2020



#### VELVET ROSE

Harmonizing

« A floral, fruity fragrance bringing out the beauty of airy, modern, elegant Rose. »

- **HEAD NOTES**  
Roses buds, Mandarin, Pink Berries
- **MIDDLE NOTES**  
Rose, Geranium, Cherry Flower
- **BOTTOM NOTES**  
Raspberry, Peach, Vanilla

#### OLFACTOTHERAPEUTIC PROPERTIES

Boosts enthusiasm and self-esteem



#### LOTUS BLANC

Relaxing

« Sparkling citrus in a perfect harmony with aquatic flowers for a burst of freshness. »

- **HEAD NOTES**  
Grapefruit, Bergamot, Mint
- **MIDDLE NOTES**  
Water lily, Lotus, Magnolia
- **BOTTOM NOTES**  
Hay, Sage, Cedar

#### OLFACTOTHERAPEUTIC PROPERTIES

Provides tranquility and relaxation



#### ABSOLU TIARÉ

Balancing

« A rich and tonic oriental perfume where the Tiaré Flower and its numerous facets are enhanced for a true invitation to relaxation and escape. »

- **HEAD NOTES**  
Tiaré flower, Mandarin, Petitgrain
- **MIDDLE NOTES**  
YlangYlang, Frangipani, Orange blossom
- **BOTTOM NOTES**  
Vanilla, Caramel, Peach, Coconut

#### OLFACTOTHERAPEUTIC PROPERTIES

Intensively relaxes and soothes

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# PRESTIGE RANGE

## PERFUMES

The prestige collection seduces with its resolutely elegant and sophisticated character. Natural and certified Cosmos Organic Eau de Parfum, which gives organic perfumery all its nobility.

These fragrances are the result of two complimentary personalities, Katell Plisson (Fragrance designer) and Stéphane Piquart (Professional eco-sourcing of natural raw materials). A duo that has given birth to prestigious perfumes with elegant wakes and sustainably sourced ingredients.



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**Fresh and sparking fruits** are subtly enhanced by green notes, for a tonis and flying opening. Exotic fruits are combined with **light and sunny flowers**, to bring a multi-faceted and asserted personality at the heart of the fragrance..

A subtle combination of sparkling and flowery notes which brings a **bohemian femininity** to the perfume.

Citrus notes from mandarin, bergamot and lime, in perfect harmony with white and sunny flowers, confers a unique character to the perfume.



EAU DE PARFUM 50 ML  
Gencod : 3700343021171



ROLL ON 10 ML  
Gencod : 3700343023694



WOODEN DISPLAY  
Gencod : BOX026

EAU DE PARFUM LA BOHÈME

PRESTIGE PERFUME WITH 100% NATURAL ORIGIN

An airy and multi-faceted fragrance with sparkling, fruity and sunny notes, dedicated to a woman of character looking for evasion.

- Bergamot, Petitgrain, Fresh Grass
- Ylang-Ylang, Water Jasmine, Watermelon, Davana
- Piri Piri, Coconut, Peru Balsam



### BALANCING PROPERTIES

Ylang Ylang – Davana – Petitgrain

**An invitation to letting go and well-being.**



## EAU DE PARFUM L'ENVOÛTANTE

PRESTIGE PERFUME WITH 100% NATURAL ORIGIN

At once sensual, sophisticated, delicate and above all persistent, let yourself be seduced by L'Envoûtante.

A slightly sparkling opening before a plunge into a Enveloping and Sensual cocoon. An elegant and distinctly feminine contrast where the voluptuousness of Jasmine and Heliotrope mingle with the delicacy of Iris.

Its woody and assertive base underlines the unique character of L'Envoûtante, leaving an exquisite trail on the skin.



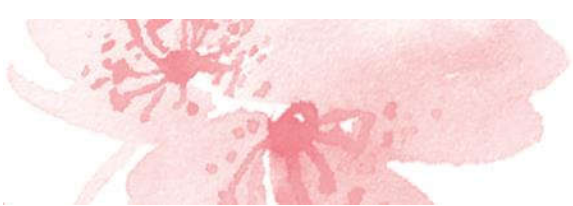
EAU DE PARFUM 50 ML  
Gencod : 3700343021126



ROLL ON 10 ML  
Gencod : 3700343023496



WOODEN DISPLAY  
Gencod : BOX026



**EAU DE PARFUM L'ENVOÛTANTE**

**PRESTIGE PERFUME WITH 100% NATURAL ORIGIN**

A captivated harmony of suave, warm and heady aspects, for a truly obsessive scent.

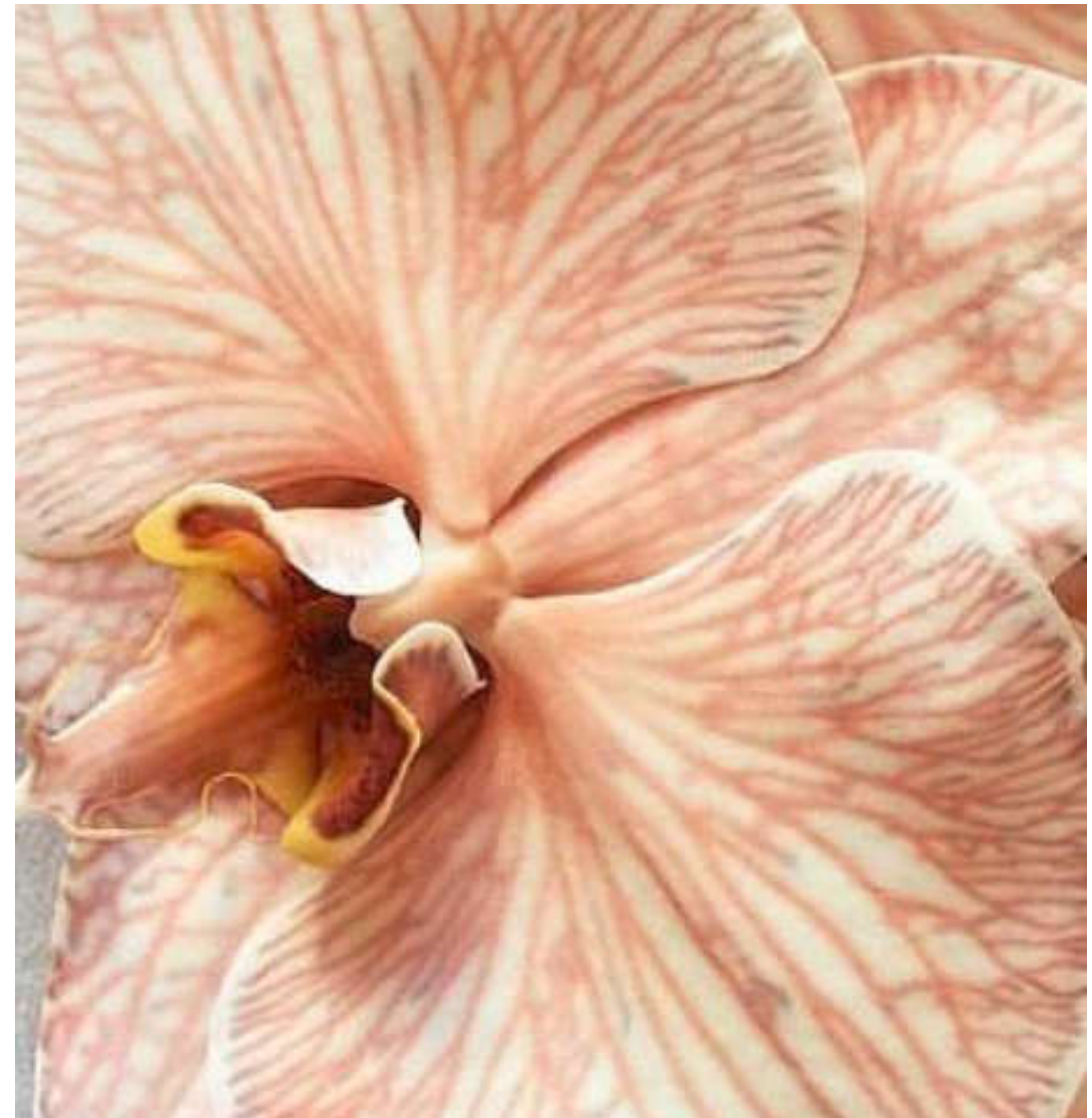
- Bergamot, Orange, Mandarin
- Ylang-Ylang, Jasmin, Iris, Heliotrope
- Vanilla, Caramel, Patchouli



**ENEGIZING PROPERTIES**

Cistus - Patchouli - Cedar

**Improves confidence, sensuality and power of seduction.**



## L'Envoûtante

EAU DE PARFUM



Suave, sensual, warm, enveloping, feminine

Jasmine, heliotrope, iris and woody notes

In a cocoon

A mature woman of character

### ENERGIZING

Essentials oils of Cistus, Patchouli and Cedar

Confidence & Sensuality

#### MAIN ATTRIBUTES

MAIN NOTES

FEELING LIKE

DEDICATED TO

#### OLFACTOTHERAPEUTIC PROPERTIES

THANKS TO

TO ENHANCE

## La Bohème

EAU DE PARFUM



Sparkling, fresh, fruity, airy, sunny

Bergamot, green notes, Ylang Ylang and fresh fruits

In a field of wild flowers

A young woman looking for evasion

### BALANCING

Essential oils of Ylang Ylang, Davana and Petitgrain

Positivity & Well-being