



## FACT SHEET

COMPANY NAME	Apologue Perfumes
PARENT COMPANY	Brandesse LLC
COMPANY PRINCIPAL	Susan Brand, Owner, Perfumer
FOUNDED	2017
PRODUCTS	100% Natural, 90% Organic Perfumes: - Eau de Parfum - Eau de Toilette
SALES CHANNELS	Independent Retailers, Company Website, Esty, and at Venues.
MEDIA CONTACT	Susan Brand Phone: 541-929-3910 susan@apologueperfumes.com
WEBSITE URL	<a href="https://apologueperfumes.com/">https://apologueperfumes.com/</a>
SOCIAL MEDIA	<a href="https://www.facebook.com/Apologue-Perfumes-239728580086286/">https://www.facebook.com/Apologue-Perfumes-239728580086286/</a>
FAQ	<a href="https://apologueperfumes.com/faqs/">https://apologueperfumes.com/faqs/</a>
COMPANY DESCRIPTION	<p>Apologue is an artisan perfume house located in the mountains of the Pacific Northwest rainforest, where hummingbirds are our constant companions.</p> <p>We specialize in small batched perfumes crafted from vibrantly beautiful aromatics, drawn from plants and other biologics, with added crystalline and subtle energies to extra effect. Absent are artificial chemicals and those not found in nature.</p> <p>We understand the intimate connections between smell, nature, energy, and emotion. Our fragrances are inspired by the power of Inner Beauty and created to uplift the wearer; each perfume imparting the experience in a different way, and each with multiple benefits.</p> <p>Apologue is also committed to donating a portion of all proceeds to the protection and education of girls in need of opportunity.</p>



## COMPANY OVERVIEW

- PERFUMER BIO** Susan Brand has a background in the science of medicine, the art of healing, and the alchemy of fragrance. She has made it her mission to apply her knowledge and experience to formulating beautiful, uplifting perfumes that smell good, feel good, and do good.
- Her long-held goal has been to facilitate the upliftment of humanity. In that view, a percentage of the sales of her perfume are donated to protecting and educating girls in need. She uses natural and organic ingredients to help maintain the well-being of people and the environment. And she evolved her perfume to reflect the individual's own unique beauty, like a tuning fork, in addition to many other beautiful benefits.
- Susan believes that beauty of all kinds, both inner and outer, has the power to heal, inspire, and transform the world. This, along with her desire to be of service, ultimately led her to create *Apologue Perfumes*.
- When her customers describe how her perfume makes them feel, a match for what she made it for, it is an affirmation of what she set out to do in the first place; to uplift.
- OUR STORY** Medicine, law, the military, and the south side, to name a few, offer ample opportunity to see the darkness in the world. Mystics say that in war there is peace. This mysterious concept took us years to unravel. The "war" we understood. But where was the peace? And could all beauty, not just peace, be mysteriously veiled inside the challenges of life?
- Throughout our own evolution, we worked with aromatics and the new physics-based therapies. With a lab full of aromatics at our disposal and curiosity building around patient-responsiveness, we learned to make beautiful natural perfume. We found that the perception of beauty was enhanced by choosing ingredients with the right intrinsic properties and harmonics for the need.
- Over time, a pattern slowly emerged. We saw that beauty was, without fail, a major yet intangible ingredient to healing, peace, and happiness. (A loyal friend, a courageous act, a kind word, a service rendered, a loving visit, a humorous joke...) So great was its power, we dubbed it, "the antidote to ugly". Hiding in plain sight all along.
- We could see an urgent need for beauty. It was time to go bold. We added the final alchemy to our fragrances and moved to form *Apologue Perfumes*.
- Decades in the making, we have created an elixir of great beauty; an uplifting fragrant breeze, like a whisper between the worlds, mirroring your unique inner beauty and power, and an ally to your dream.
- Its time. Seek beauty. Be bold.
- MISSION** Our mission is to help uplift humanity. This mission is fulfilled through our "nine iterations of fractal of beauty", both inner and outer, as listed in "Why Apologue Perfumes".
- MOTIVATING BELIEF** Beauty is not an inert thing. It's an invisible power that merges seamlessly into our world, whispering to the course of things. It's a creative force for quickening evolution in profound and enduring ways. It's a power with many iterations of upliftment; a repeating fractal pattern of the best of life and the secret to a life well lived.



## ABOUT OUR PERFUMES

### WHY APOLOGUE PERFUMES

1. Sensual, vibrant beauty in fragrance
2. 100% Natural, 90% Organic
3. Emotionally and mentally uplifting
4. Beneficial for body and nerve
5. Naturally smooth, never harsh
6. Polite and refined, giving you control of the scent's social impact
7. Crystalline & subtle energies reflect your inner power and beauty; an ally, edge, and nudge
8. Follow the timeless, mystical tale of the Inner Dreamer
9. Help protect and educate girls in need, through your purchase.

### FRAGRANCE ROAD MAP

Our Names of Beauty Collection is inspired by the complex dynamics of inner beauty and inner power – spoken through fragrance. A story within a story, the mystical journey of the Inner Dreamer is revealed as each new perfume is released – and as the Dreamer travels on.

In perfumery there is a tradition of naming perfumes after aspects of inner beauty such as "Joy", "Love", and "Radiance". The idea of creating fragrances to include a greater range of these qualities was intriguing. The thought of layering inner beauty with outer beauty, fragrance upon fragrance, became an irresistible path that led us further on. What we found is crafted into our perfume; each one conceived as a fragrant mirror reflecting how beautiful you really are.

Our first releases introduce the first fragrance in each of the first three series or "chapters": REVERIE (Commitment Series), DAUNTLESS (Courage Series), and APIARIST (Benevolence Series). Over time, additional perfumes within each additional series will be released as our Names of Beauty Collection grows.

Our concept of beauty is not limited to women. Just as Courage has no gender, we believe that any fragrance can be worn by anyone it serves. We offer descriptions of our perfumes that include the traditional perceptions of masculine or feminine scent to be taken as metaphors and to help describe the overall characteristics and energy of the fragrance. Wear what you love.

INGREDIENTS <https://apologueperfumes.com/ingredients/>  
<https://apologueperfumes.com/faqs/>



## OUR NAMES OF BEAUTY COLLECTION



### REVERIE

d r e a m c a t c h e r

A BARELY FLORAL FRESH CHYPRE

REVERIE opens to the first notes of the earliest spring days, of fresh wet leaves holding tight buds of faint floral sweetness, calling you to a world apart. Standing at your garden gate, the air hints at warmer days, and the mountains wait beyond. Evergreens and rhododendrons beckon you to freedom. You find yourself beneath a canopy of trees, resting on new leafings emerging from the mossy, carpeted forest floor. There, in intimate repose you discover a verdant and musky retreat that welcomes your deeply rooted dreams to come out and play.

*"Let yourself be silently drawn by the strange pull of what you really love. It will not lead you astray."*  
RUMI

#### THE NOTES

Bergamot, Neroli, White Fir, Rhododendron leaf, Orange Blossom, Zdravets, Oakmoss, Ambergris

#### THE SCENT

Green, Herbal, Evergreen, Mossy, Musky; lightly sweet with bright, semi-tart notes that dry-down to a mossy muskiness. Fresh floral undertones - not prominent; more like the prelude to a bloom.

#### THE FEEL

Dreamy, Fresh, Contemplative, Airy, Stable, Grounding, Renewing, Clearing



### DAUNTLESS

f e a r n o f e a r

A WARM, VINTAGE, SPICED FLORIENTAL

DAUNTLESS is a dichotomy of soothing sweetness and rousing robustness. Like a steed out of the gates, it opens on the body with an engaging, focusing lift of bitter orange and geranium. The floral heart of Dauntless, with ylang-ylang and rose, is wreathed in warming spice. As the perfume advances deep into the visceral base notes, a moving fire of sweet oriental resins, conifer heartwoods and musk carry you through your most challenging days or your fiercest nights with a dynamic, undaunted vintage beauty.

*"Be valiant, and powerful forces will come to your aid."*

GOETHE

#### NOTES

Bitter Orange, Geranium, Spiced Ylang & Rose, Resins, Conifers

#### THE SCENT

Rich, Sweet, Spicy, Resinous, Balsamic with Floral notes under the Spice

#### THE FEEL

Lively, Stimulating, Emboldening, Powerful, Stable, Grounding, Warm, Connecting, Cheering



### APIARIST

b e e k i n d

A GENTLY SWEET, VANILLA GOURMAND

APIARIST is generous from top to bottom. From the moment the fragrance greets you, it lavishes you with creamy, sweet, yet unbeguing vanilla, garnished with a gentle touch of peach. Once beyond first infatuation, honeyed notes of deeper vanilla spread like drizzled love, intimately exuding a cocoon of deeply satisfying, sustaining, campfire and fruity agarwoods, warm incense woods, and golden ambergris that surrounds you with a feeling of contented bliss.

*"Be kind, for everyone you meet is fighting a hard battle."*

PLATO

#### THE NOTES

Peach, Vanillin, Bois de Rose, Incense Woods, Agarwoods, Vanilla, Beeswax, Ambergris

#### THE SCENT

Vanilla, Incense, Woody, Campfire with touches of Peach throughout

#### THE FEEL

Warm, Connecting, Soft, Soothing, Gentle, Nurturing



## TESTIMONIALS

### *Smell the Feeling*

*"With the demands from my career and family it seems that there isn't anything left over for myself. I want more for my life. I wear REVERIE on days when I want to feel calm and get back to "me".*

*~ Elaine, Teacher, Mom*

*"I think I told myself that I just liked the perfume, although its purpose was intriguing. I remember thinking how disconnected I felt; a non-fit with my life. It might be coincidence but about six weeks after I started wearing REVERIE, I finally, totally knew I wanted to be a designer! I just knew.*

*~ Austin, Student*

*"I was wearing DAUNTLESS and for hours after I put it on, I felt confident, which is rare for me. I usually have to tell myself I am confident, but I actually felt confident for no reason. It was amazing."*

*~ Cathy, Entrepreneur*

*"I want to let you know that DAUNTLESS arrived a while back, and I've been loving it - I enjoy making a ritual out of putting it on before I begin any kind of endeavor where remembering to be dauntless comes in handy. I even wear it at home when I'm enjoying a day of deep purging and cleaning!"*

*~ Ariel, Coach and Consultant*

*"I read that regular perfume builds up in the ocean, causing male fish to be more feminine. So, I've been checking out natural perfume. I like yours [DAUNTLESS]. It smells awesome and if I had to say what it feels like, it's sort of a happy feeling, like 'I've got this'".*

*~ Tyler, Retail Sales*

*"I took my sample of DAUNTLESS back to Ecuador and shared it with an indigenous shaman. He said it had power and was a healing force (my translation). I keep it on my desk to smell it when I am discouraged or tired and need to carry on."*

*~ Lisa, Entrepreneur, Singer-Composer, Philanthropist*

*"APIARIST is like snuggling with my husband under a cashmere blanket, drinking hot vanilla cremes by firelight in a rustic cabin. It's like the best of home and love all rolled into one delicious evening."*

*~ Lisa, Admin. Secretary*

*"My favorite Apologue perfume is APIARIST. It's so beautiful and not sickly sweet like many vanilla perfumes. The feeling I get wearing it is comforting. It's kind of like a hug."*

*~ Alysha, Student*

*"It [APIARIST] is beautiful. I love it. It feels sensual."*

*~ Raúl, Chef*