



Laurel

Laurel Perfumes
Company Profile 2019



About Us

Laurel Perfumes has stood strong in the fragrance industry for over fifteen years.

We set foot in the Middle East with our own brands and manufacturing facility in 2016 and have grown significantly since then with our own team in UAE, Bahrain and Kuwait as well as customers across the GCC.

This has been supported by significant investment into R&D, Design, Supply Chain and Retail Branding.

Our team brings almost 100 years of combined experience in FMCG distribution, retail, manufacturing and trading across multiple industries in Asia and the Middle East.

With the consumer at the heart of everything we do, we have an ambitious agenda of delivering ingenious offerings to the market.



World Of Fragrances

In the world of fragrances, one often comes across terms like Eau de Cologne, Eau de Toilette and Eau de Parfum. What do these different terms mean?

These classifications reflect how their fragrance concentration affects the way each scent projects and how the notes within it sit on your skin.

Eau de Cologne (EDC)

Concentration of perfume oils: 2% to 5%. The lightest concentration of commercial perfumes lasts up to 3 hours before you need to reapply. It was once the most popular concentration level for both men and women, but is now more commonly used for male fragrances.

Eau de Toilette (EDT)

Concentration of perfume oils: 4% to 10%. Many designer perfumes are released in both EDT and EDP concentrations, but the EDT version is usually fresher, lighter, and focuses more on the top notes. Depending on the type of fragrance family, EDT scents can last from 3 to 4 hours, and its subtlety works great for summer or the workplace.



World Of Fragrances

Eau de Parfum (EDP)

Concentration of perfume oils: 10% to 20%. EDP is often the highest concentration of perfumes sold in stores, and it is also the most popular as women tend to consider this as a benchmark for a fragrance house's trademark scent. It is still very wearable and lasts up to 5 hours. EDPs also tend to have stronger base notes, only revealing the perfume's true scent after a couple of hours on the skin.

Extrait de Parfum

Concentration of perfume oils: 15% to 40%. The high percentage of fine oils used in this range means that the cost is significantly higher, which is why it is also less common. They are sold in smaller quantities and you can usually find them at niche perfumeries. Depending on the notes used, it can last for up to 8 hours. This is perfect for outdoor night events.

Attar Parfum

Concentration of perfume oils: 100%. This is pure fragrance oil without additives like water or alcohol – which are usually added to complete the physical makeup of perfumes. Mostly found in traditional Middle Eastern perfumeries, this concentration is extremely expensive and sold in very limited quantities. It is so strong that a dab or two is enough to last for more than 12 hours.



World Of Fragrances

Vision Statement

"We create moments of endearing value every day for our consumers around the world, by inspiring emotions through our fragrances."

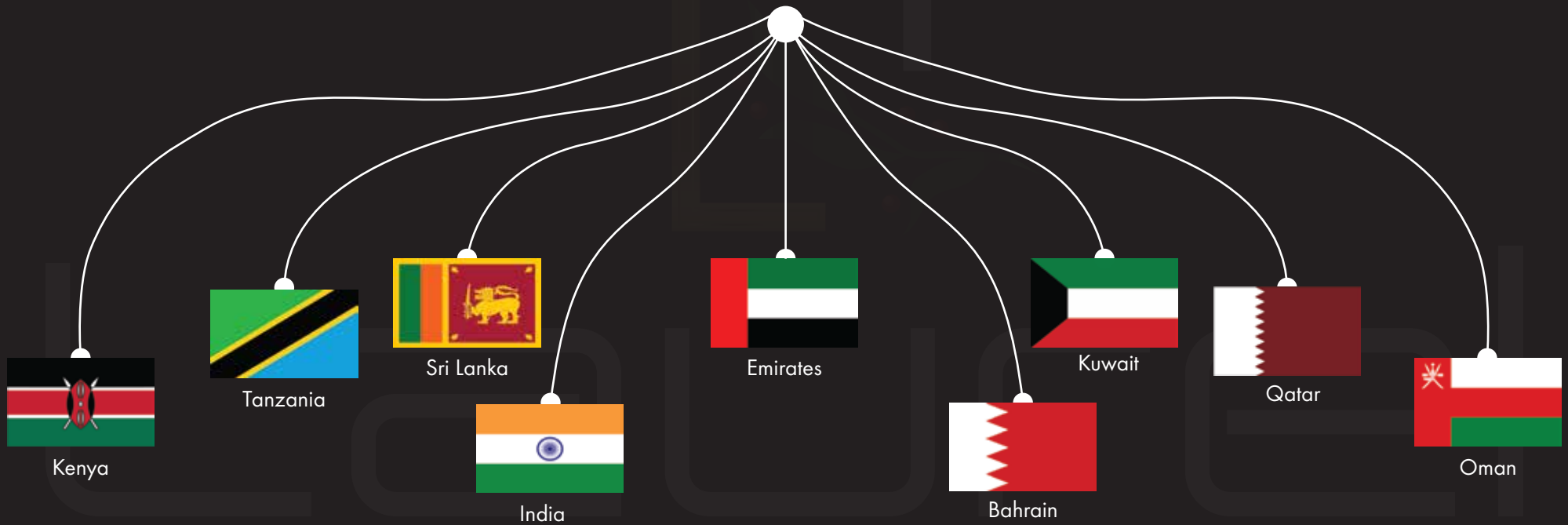
Fragrances have played a role in man's life since time immemorial - from the ancient civilizations of India and Arabia to the royal courts of France and Italy. For centuries, each type of olfactory note has been known to have varying effects on human psychology. Using this as inspiration, our highly skilled perfume "noses" have created high quality fragrances for different moods and emotions. This unwavering focus on fragrance quality and a constant desire to continuously provide a better perfume experience, gives us a strong foundation for success.

Our mission

Our mission is to scale down the dilemma in the consumer's lifestyle choices, while providing quality European fragrances at affordable price points.



*Our Products Are Available
In These Countries*





Our Sales Channels

- Perfumeries
- Co-ops
- Hypermarkets
- Retail shops and kiosks in shopping malls
- Laurel's own kiosks in some of Bahrain's leading malls



Business development and Volume

- Our factory production is growing consistently as a result of the strong success of our brands in all markets, including GCC and India. This success is a result of our diligent teamwork and strong marketing, sales and brand strategies.





Laurel

- We are working towards covering markets globally (Middle East, Africa, Asia, Europe, North America).





Laurel





Laurel





Laurel





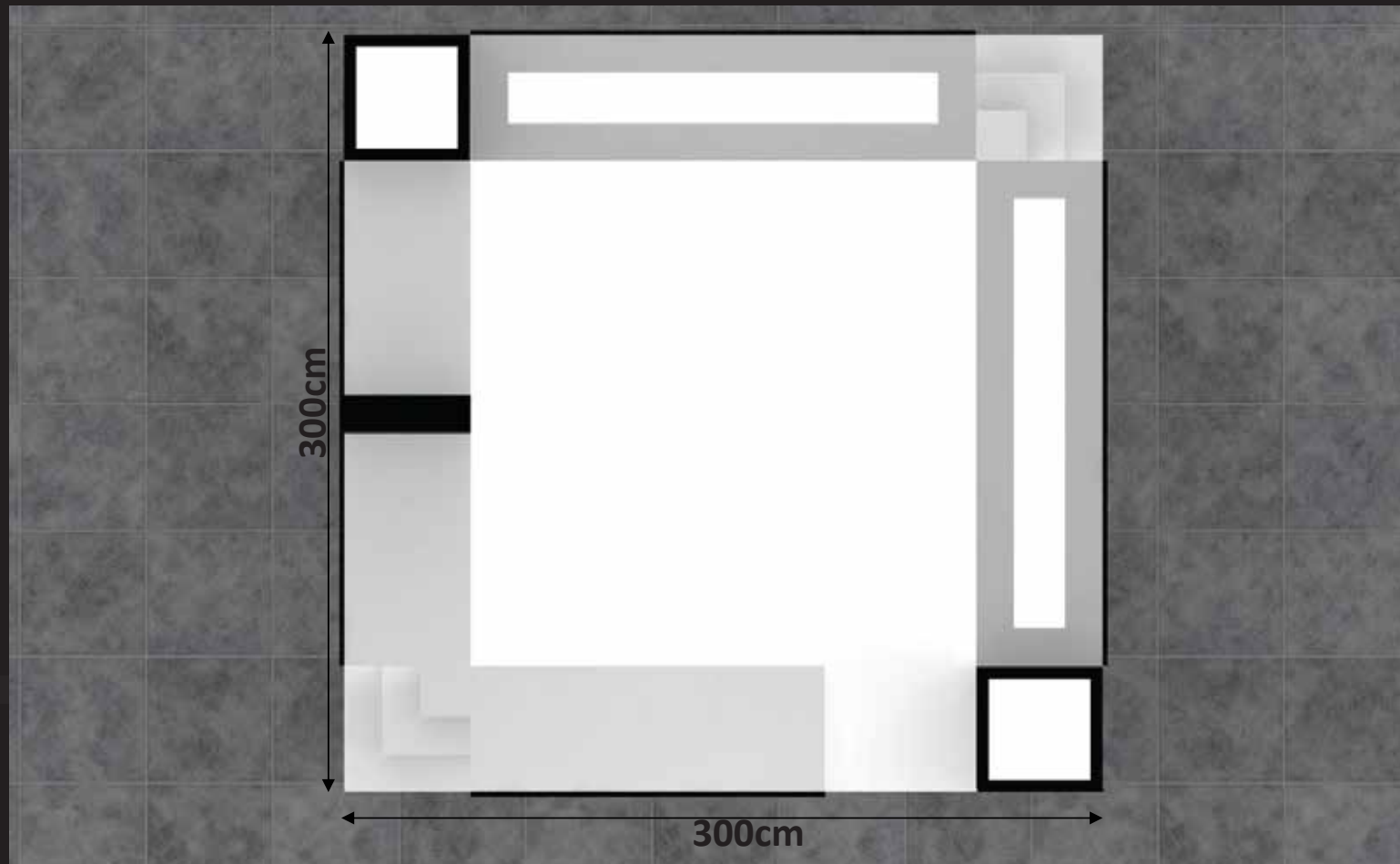
New Kiosk Concept Floor Plan

Since we are growing and expanding globally and rapidly , we have started our plan of improving our retail Kiosks design concept in parallel with the development and improvement of our product range in order to satisfy our customer's tastes and to achieve our goals .

Laurel



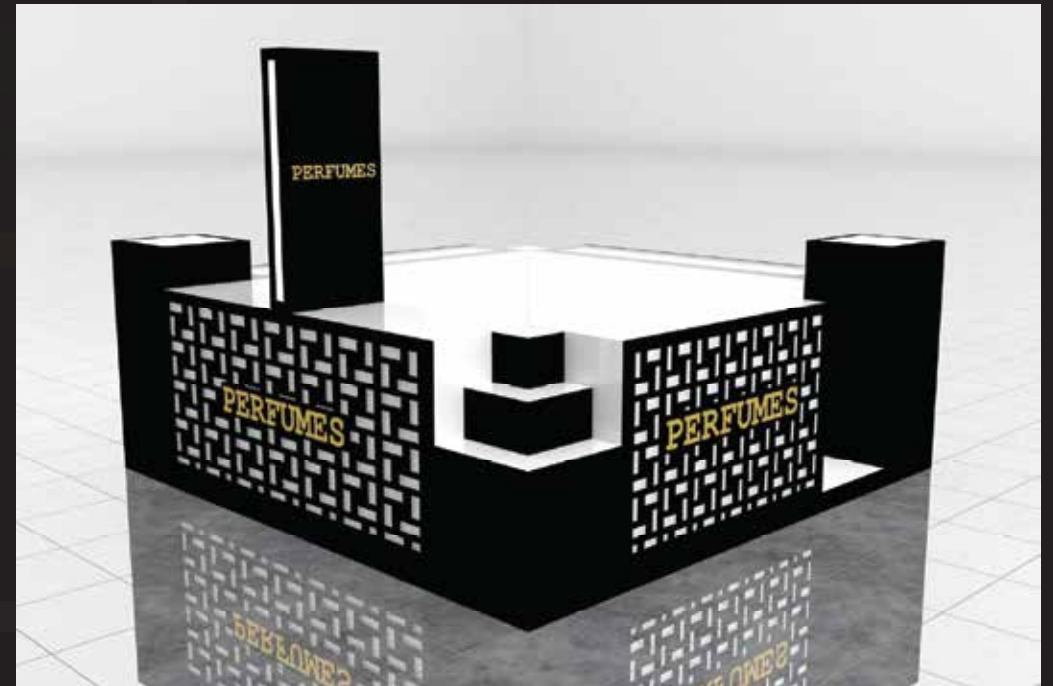
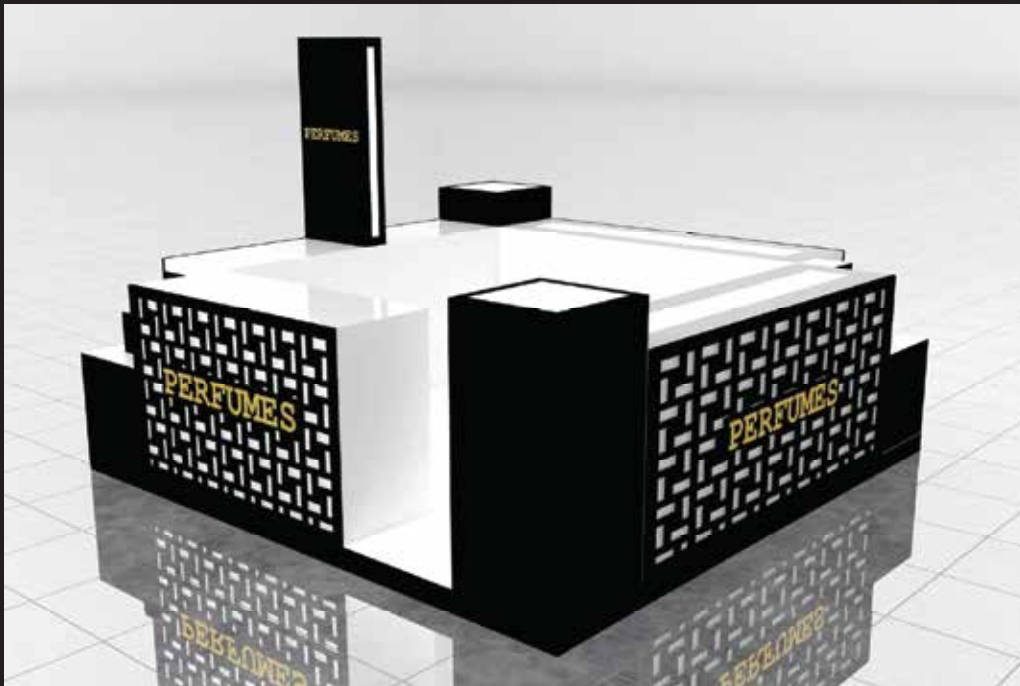
New Kiosk Concept Floor Plan



Our new kiosk concept is under development



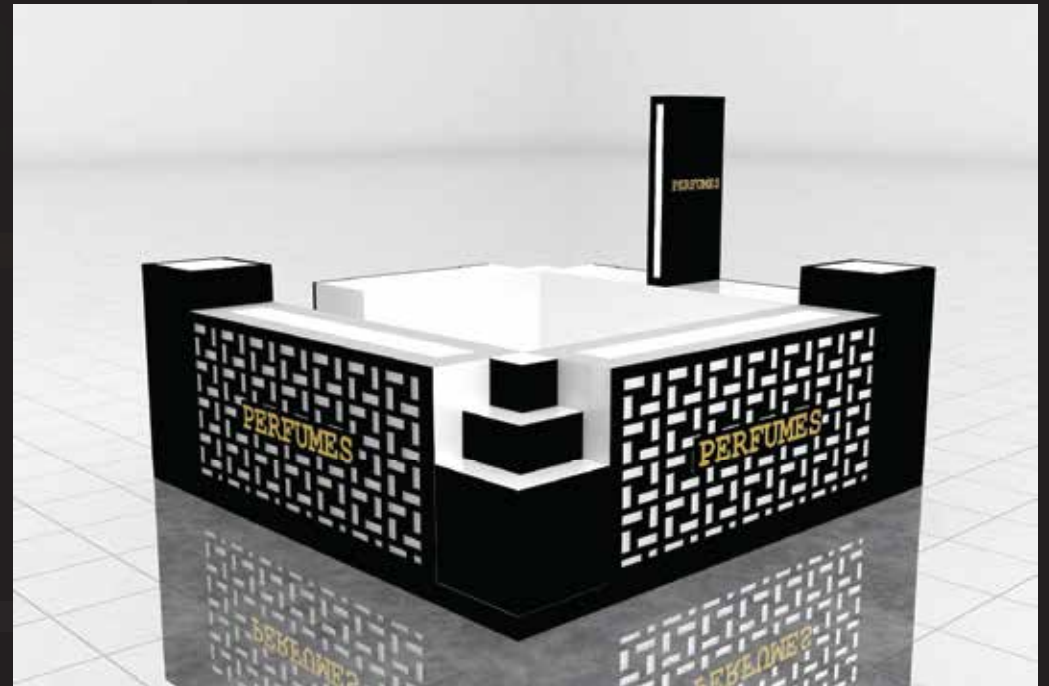
New Kiosk Concept



Our new kiosk concept is under development



New Kiosk Concept



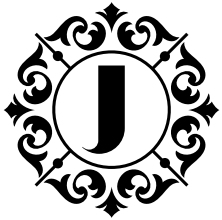
Our new kiosk concept is under development



Our Brands



GRASIANO is a trendy collection of European perfumes for today's youth. Affordable EDTs to meet their quirky and fun lifestyle needs. Total of 24 perfumes.



Rediscover exquisite French perfumes from J BY JANVIER. Aspirational and magical EDPs for every person and occasion. Total of 12 perfumes.

JANVIER

ARALIYA

Elegant, long-lasting EDPs with both French and Oriental notes. Total of 16 perfumes, upcoming launch of 32 perfumes.

**ARALIYA
ICONIC**

Prestige, premium perfumes specially designed for our most discerning customers. Subtle, sophisticated, luxurious, iconic. Total of 8 perfumes, upcoming launch of 30 perfumes.



Blue Laguna

An Italian scent with the sparkling freshness of mint and neroli leaves, Blue Laguna keeps the wearer energised throughout his day.

Denotes : Freshness
 For : Men
 Fragrance Description : Mint, neroli
 Source : Italy
 Size : 100ml



Fleur

This alluring perfume can be described as an invigorating fragrance comprised of the aromas of ylang-ylang and roses.

Denotes : Alluring
 For : Women
 Fragrance Description : Ylang-ylang, rose
 Source : France
 Size : 100ml



Kiss Me

A vibrant and sensual French scent made from sambac and Tunisian orange, Kiss Me keeps rejuvenating, boosting and energizing the wearer.

Denotes: Beautiful life
 For : Women
 Fragrance Description : Sambac, Tunisian orange
 Source : France
 Size : 100ml



Lady of the Night

The intense and deep fragrance combination of pink roses and peaches in this French scent is a sensory hallmark of style and sophistication.

Denotes : Sophisticated
 For : Women
 Fragrance Description : Pink rose, peach
 Source : France
 Size : 100ml





Legion

With Legion, one can discover a luxurious fragrance that evokes masculinity through its spicy odour.

Denotes : Refined
 For : Men
 Fragrance Description : Masculine, spicy
 Source : Italy
 Size : 100ml



Mystery man

The mystery man is an Italian concoction which results in an olfactory intoxication with the citrusy aroma of fresh bergamot.

Denotes : Wild
 For : Men
 Fragrance Description : Fresh, bergamot
 Source : Italy
 Size : 100ml



My Marilyn

This perfume is floral blend of jasmine and roses, which reminisces the classic and eternal elements of any Italian perfume.

Denotes: Timeless
 For : Women
 Fragrance Description : Jasmine, rose
 Source : Italy
 Size : 100ml



Night Fall

The added touch of citrusy aroma to this rich fruity scent, sets out the masculinity of this exotic French scent.

Denotes : Exotic
 For : Men
 Fragrance Description : Fruity, lemon
 Source : France
 Size : 100ml





Laurel



Seal No. 6

Add the elements of thrill and mystery, romance and adventure to your life by wearing this masculine French perfume, Seal No.6.

Denotes : Thrilling
 For : Men
 Fragrance Description : Warm, spicy
 Source : France
 Size: 100ml



X Man

This fragrance made from a blend of calabrian lemon, black amber, White Musk and patchouli, designed specially for men, some women love to wear it as well .

Denotes : Citrus, Chypre
 For : Men
 Fragrance Description : Sweet, Warm, spicy
 Source : France
 Size: 100ml



Valentina

This fragrance made from combination of orange blossom, silky rose petals and peony, feminine perfume

Denotes : Floral, Fruity
 For : Women
 Fragrance Description : Rose petals, Vanilla
 Source : France
 Size: 100ml



Verve

This fragrance is popular today, this fresh fougere fragrance inspired many wannabe's, masculine

Denotes : Citrus, Woody
 For : Men
 Fragrance Description : Fruity, Musk
 Source : France
 Size: 100ml





Escobar

This fragrance contains notes of Cedar, Leather and Oriental tones, it has 6-4 hour longevity and moderate sillage

Denotes : Woody, Aromatic
 For : Men
 Fragrance Description : Warm, Spicy, Leather
 Source : France
 Size: 100ml



D'illusion

This fragrance is dedicated to men who appreciate tradition and classic and this is the reason why this perfume always modern

Denotes : Chypre, Leathery
 For : Men
 Fragrance Description : Citrus, Flowery
 Source : France
 Size: 100ml



Divine

This fragrance described as cutting-edge, timeless and luxurious, this magic potion will linger into the dark hours of the night with mesmerizing notes that can not be ignored.

Denotes : Oriental, Floral
 For : Women
 Fragrance Description : Vanilla, Lily of the Valley
 Source : France
 Size: 100ml



Blue Aura

This fragrance is a casual and breezy, sparkling fruity - floral scent that evokes the spirit of summer

Denotes : Floral, Citrus, Woody, Musky
 For : Women
 Fragrance Description : Jasmine, Cedarwood
 Source : France
 Size : 100ml





Bentley

This fragrance way of seduction is an art, which finds a perfect balance between confidence and nonbalance

Denotes : Aromatic, Aquatic, Fruity
 For : Men
 Fragrance Description : Lavendar, Floral
 Source : France
 Size : 100ml



Mystery Girl

This fragrance gentle and graceful and tries to capture a walk down the Parisian rose gardens with modern touch.

Denotes : Floral, Amber
 For : Women
 Fragrance Description : Rose Damascene, Litchi
 Source : France
 Size : 100ml



Orlando

This fragrance aims to target a new type of man with a new masculinity.

Denotes : Aromatic, Woody, Musky
 For : Men
 Fragrance Description : Orange, Patchouli
 Source : France
 Size : 100ml



Marino

This fragrance for men is a scent of freedom , full of wind and water

Denotes : Citrus, Chypre
 For : Men
 Fragrance Description : Mint, Marine
 Source : France
 Size : 100ml





Jock Star

This fragrance is sporty represents power, dynamism and Energy

Denotes : Woody
 For : Men
 Fragrance Description : Rose, Wood, Aquatic
 Source : France
 Size : 100ml



Glam Glam

This fragrance contains jasmine absolute and rose absolute, flowers are enhanced and enriched with touch of florentine iris

Denotes : Fruity, Floral
 For : Women
 Fragrance Description : Patchouli, Rose
 Source : France
 Size : 100ml



Island Spray

This fragrance is clear as spring water combining the spray of a waterfall, the fragrance of flowers and the scent of the springtime forest

Denotes : Floral, Musky
 For : Men
 Fragrance Description : Mandarin, Patchouli
 Source : France
 Size : 100ml

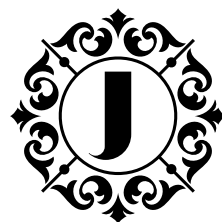


Eternal

The fragrance man embodies strength, insolence and emotion, it is a powerful scent and an explosive blend. A sensual and powerful fragrance

Denotes : Aromatic, Woody
 For : Men
 Fragrance Description : Rosemary, Coriander
 Source : France
 Size : 100ml





JANVIER

Bad Girls Code

A dark, sweet blend of vanilla and coffee, Bad Girls Code is a scent which leaves behind a trail of mystery.

Denotes : Dark & Mysterious
For : Women
Fragrance Description: Vanilla, coffee, sweet
Source : France
Size : 100ml



Belle Ame

Belle ame, a perfect balance of woody, musky and white floral essence is the ideal choice for the captivating woman

Denotes : Captivating
For : Women
Fragrance Description : Woody, musky, white floral
Source : France
Size : 100ml



1 FOR I

An expertly crafted and elegant scent, 1 for I is a spicy and aromatic fragrance that signifies a man's virtue and influence.

Denotes: Inspiring & virtuous
For : Men
Fragrance Description : Aromatic, Spicy
Source : France
Size : 100ml

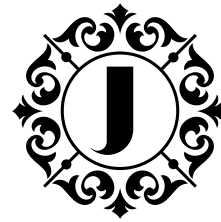


Inanna

A sweet and floral blend, Inanna not only illuminates a woman's day, but also is a statement of affluence.

Denotes : Affluent & shining
For : Women
Fragrance Description : Floral, sweet
Source : France
Size : 100ml





JANVIER

Blue Sun

Blue Sun is a luminous blend of fruity and sweet aromas, making it a bright and floral fragrance.

Denotes : Bright & Floral
For : Women
Fragrance Description : Fruity, sweet
Source : France
Size : 100ml



Citron Vert

This scent is a striking masculine composition of citrusy, woody and floral notes, giving it the perfect blend of freshness and purity.

Denotes : Fresh & pure
For : Men
Fragrance Description : Citrus, woody, floral
Source : France
Size : 100ml



Homme Orange

Everything about Homme Orange's ozonic, aquatic, fresh and spicy fragrance signifies the warmth and inviting aura of the wearer.

Denotes: Warm & inviting
For : Men
Fragrance Description : Ozonic, aquatic, fresh, spicy
Source : France
Size : 100ml



Homme Vert

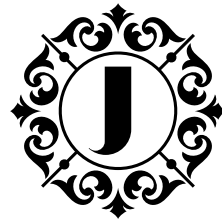
Homme Vert's fragrance celebrates affluence, richness and masculinity with the warmth of spice and cinnamon.

Denotes : Affluent & rich
For : Men
Fragrance Description : Warm, spicy, cinnamon
Source : France
Size : 100ml





Laurel



JANVIER

Julien

Being a powerfully seductive fragrance, Julien is blend of fresh, spicy, and citrus fruits that define masculine harmony.

Denotes: Profoundly sensual
 For : Men
 Fragrance Description : Citrus, fresh, spicy
 Source : France
 Size : 100ml



OwNow

The harmonious blend of citrus, fruits and vanilla essence, OwNow brings about complete rejuvenation.

Denotes : Refreshing & exotic
 For : Men
 Fragrance Description : Citrus, vanilla, fruity
 Source : France
 Size : 100ml



Kalon

Kalon is a powdery, woody fragrance defining timelessness, for the evergreen woman.

Denotes: Timeless & evergreen
 For : Women
 Fragrance Description : Powdery, Woody
 Source : France
 Size : 100ml



Serieux

An aromatic mix of citrus and woody essence, Serieux has a flawless scent which provides a sense of both rejuvenation and comfort.

Denotes : Invigorating & soothing
 For : Men
 Fragrance Description : Aromatic, citrus, woody
 Source : France
 Size : 100ml

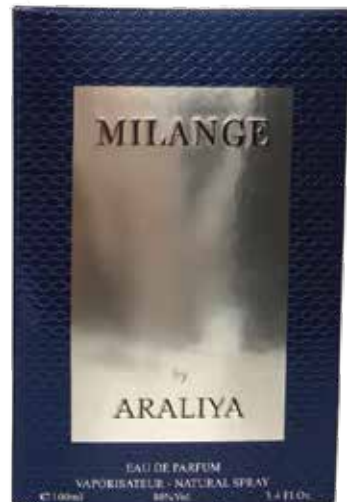




ARALIYA

Milange

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Coriander, Wild Berries, Plum Anise, Rosewood	Carnation, Jasmine, Orange Flowers, Tuberose	Vetiver, musk, Sandalwood, Virginia Cedar, Amber, Vanille





ARALIYA

Executive

Top Note

Bergamot,
Fresh,
Orange

Middle Note

Apple,
Cedarwood,
Guaiac Wood,
Patchouli

Base Note

Citrus,
Labdanum, Musk, Vanilla

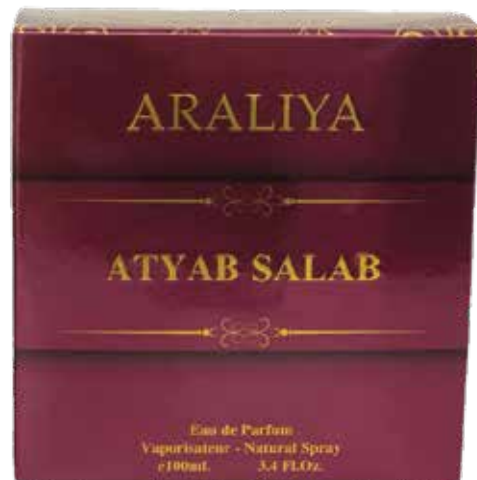




ARALIYA

Atyab Salab

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Lime, Pepper, Lavender, Rose, Jasmine	Patchouli, Cypriol	Amber, Leather, Oud, Smoky





Laurel

ARALIYA

Vive

Top Note

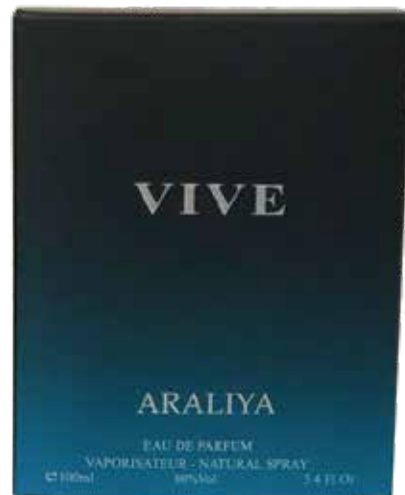
Fruity, Fresh,
Bergamot,
Apple, Lemon

Middle Note

Rose, Jasmine,
Patchouli,
Amber

Base Note

White Amber,
Musk,
Oakmoss, Powdery




Laurel

ARALIYA

Al Khalis

(Natural Oud Oil)




Laurel

ARALIYA

Dehn Al Oud Alkhalis Al Abiyadh

(Natural Oud Oil)





ARALIYA

Classic
Brown

EAU DE PARFUM

ARALIYA

Classic
White

EAU DE PARFUM

ARALIYA

Classic
Black

EAU DE PARFUM



ARALIYA

Classic Brown

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Sweet, Floral	Rose, Jasmine, Woody, Sandal	Powdery, White Amber, Musk





ARALIYA

Classic Black

Top Note **Middle Note** **Base Note**

Sweety, Fruity, Aromatic	Peach, Mandarine, Amber	Amber, Patchouli, Musk
-----------------------------	-------------------------------	------------------------------





ARALIYA

Classic White

Top Note

Sweet,
Apple,
Peach

Middle Note

Strawberry,
Pineapple,
Rose, Jasmine

Base Note

Woody, Musk,
Powdery





ARALIYA

Juene

Top Note

Green
Grapefruit,
Mint, Orange

Middle Note

Rose, Cinnamon,
Spice, Leather

Base Note

White Amber,
Patchouli, Woody





ARALIYA

Desert
Oud

EAU DE PARFUM

ARALIYA

ROYAL
TOUCH

EAU DE PARFUM
100ml

ARALIYA

SOFT
TOUCH

EAU DE PARFUM

ARALIYA

Precious
Oud

EAU DE PARFUM


Laurel

ARALIYA ICONIC

Royal Touch

Top Note **Middle Note** **Base Note**

Gelsomino,
Saffron,
Pompelmo

Amber, Salvia,
Lavender

Legni Dolci,
Muschio,
Quercia





ARALIYA ICONIC

Soft Touch

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Rose, Bergamot, Tangerine, Jasmine	Orange Blossom, White Flowers, Peach, Tuberose	Amber, Cedarwood



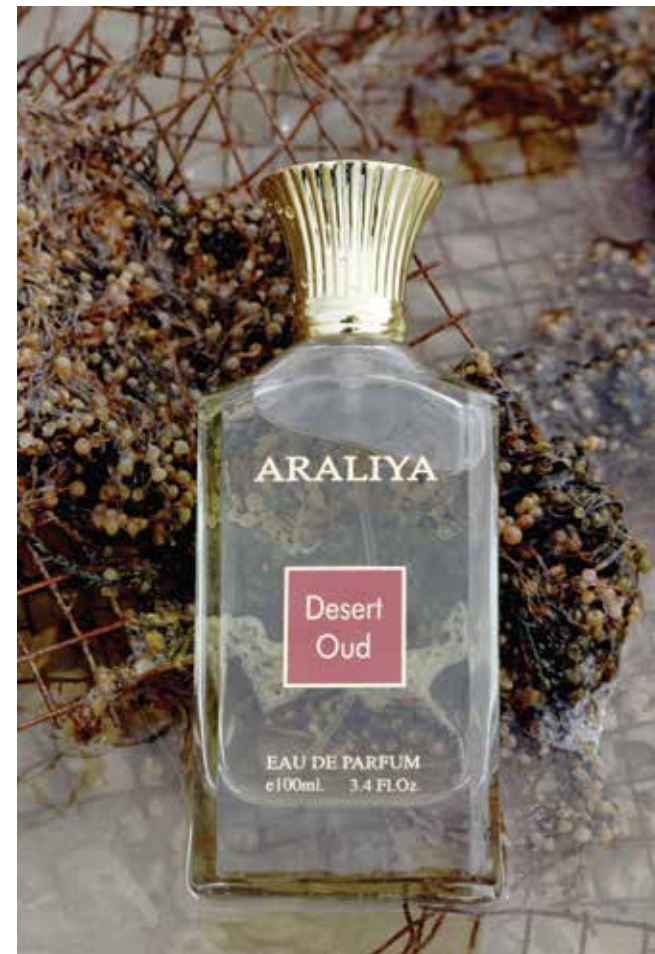

Laurel

ARALIYA ICONIC

Desert Oud

Top Note Middle Note Base Note

Sweet, Rose	Cardamom, Patchouli, Sandal	Musk, Amber, Oudh
-------------	-----------------------------------	-------------------------





Laurel

ARALIYA ICONIC

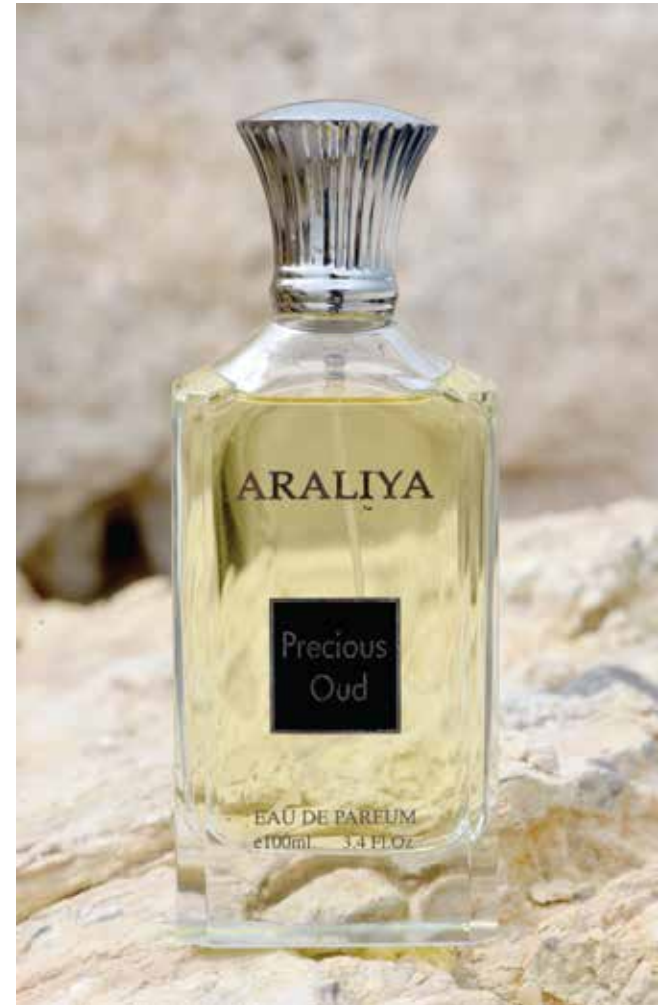
Precious Oud

Top Note **Middle Note** **Base Note**

Lemon,
Spicy

Rose, Cypriol,
Cedar

Agarwood,
Musk, Dry
Wood,
Sandal






Laurel

ARALIYA ICONIC

Pink Elixir

Top Note **Middle Note** **Base Note**

Lemon,
Coriander,
Pink Pepper

Bulgarian
Rose Oil,
Peony,
Tobacco

Cashmere
Wood,
Amber,
Musk,
Vanilla





ARALIYA ICONIC

Dark Elixir

Top Note **Middle Note** **Base Note**

Grapefruit,
Mandarin,
Pineapple,
Davana,
Nutmeg,
Saffron

Rose,
Geranium,
Cinnamon
(Madagascar),
Raspberry,
Jasmine, Lily
Of The Valley

Amber,
Benzoin,
Vibrant
Wood,
Rock Rose,
Moss,
Leather,
Patchouli





ARALIYA ICONIC

Your Secret

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Orange, Rose	Lavender, Rosemary, Cedarwood, Sandal	Oudh, Jasmine, Musk, Amber





ARALIYA ICONIC

Oud Intense

<u>Top Note</u>	<u>Middle Note</u>	<u>Base Note</u>
Orange, Rose	Lavender, Rosemary, Cedarwood, Sandal	Oudh, Jasmine, Musk, Amber





2019

www.worldoflaurel.com