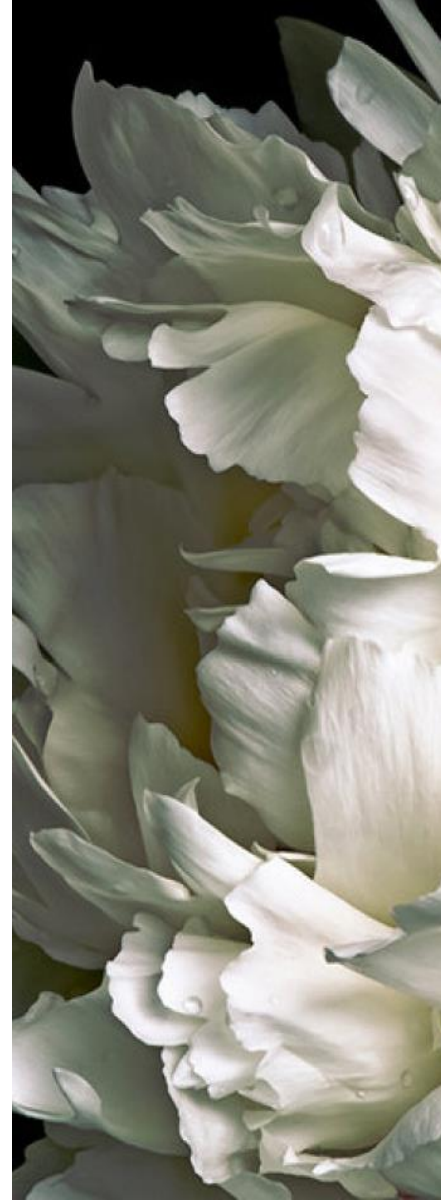


ipuro Essentials

HoReCa
500ml



1 | ipuro ESSENTIALS

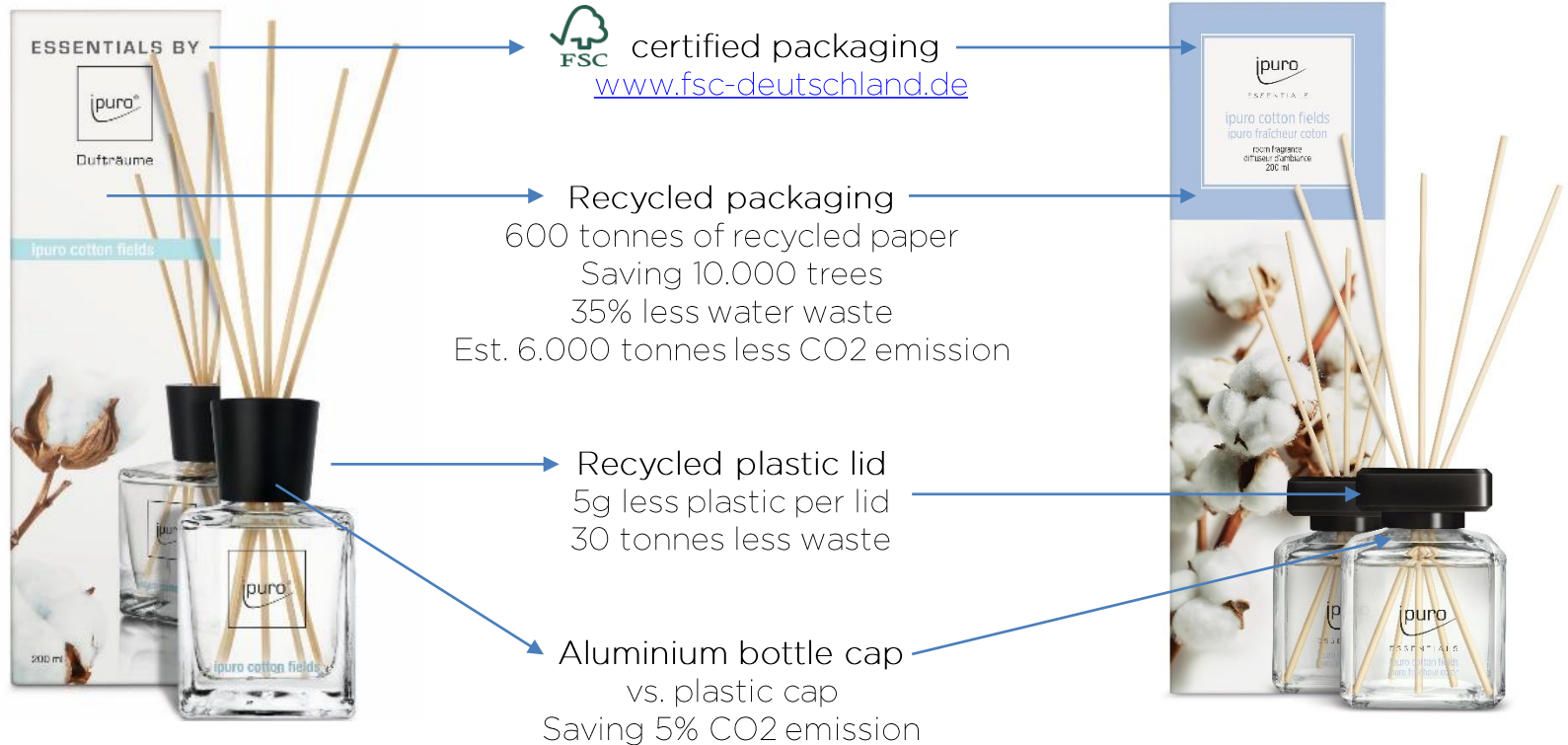
Holistic room fragrance concept

- 15 exquisite fragrances
 - Diffusers, scented candles, room sprays and car diffusers
 - Intelligent POS solutions
- Increase time customers spent in your stores
- Increase purchasing basket
- Increase target group (women buy fragrances)
- The ideal concept for your home & living/ non-food department



1 | What's new in regards to sustainability?

Environmental friendly packaging and bottle



2 | ESSENTIALS HoReCa

- Ipuro has widened its product portfolio specially for the hotel and restaurant industry.
- Seven bestselling ESSENTIALS fragrances are now available as 500ml refill bottles
- Exclusively for HoReCa as well as Cash & Carry retailers
- Packaging and bottle are made out of 100% recycled paper and plastic
- Each packaging contains two sets (in total 10 sticks) of original ipuro fibre sticks
- The ideal solution to re-fill your regular 100ml or 200ml ESSENTIALS flacon
- Purchase one refill and save 60% vs. 5x 100ml
- All refills fit into the regular ipuro POS solutions and can be presented together with the whole ESSENTIALS concept



2 | ESSENTIALS HoReCa assortment

Black Bamboo
Refill 500ml

White Lily
Refill 500ml

Cedar Wood
Refill 500ml

Cotton Fields
Refill 500ml

Flower Bowl
Refill 500ml

Lime Light
Refill 500ml

Sunny Beachtime
Refill 500ml

IFC1294

IFC1296

IFC1293

IFC1290

IFC1291

IFC1292

IFC1295





CREATING MEMORIES EVERY DAY

Back-up

—

corresponding
fragrance descriptions

ipuro

Die Essenz der Sinnlichkeit

4 | Product introduction – ipuro black bamboo

Strong green freshness combined with woody nuances – a tangy, fresh fragrance

Head note: Jasmine, lemon

Heart note: Apple, melon

Base note: White musk, amber



7 products: Diffuser
50 ml IFC1008
100 ml IFC1038
200 ml IFC1068

Gift set
2x50 ml
IFC1098

Scented
candle
125 g
IFC1208

Room
spray
120 ml
IFC1268

Car
fragrance
IFC1238

4 | Product introduction – ipuro white lily

The pure scent of white blossoms – a delicate floral scent.

Head note: Peach, clay

Heart note: Lily of the valley, jasmine, clove

Base note: White musk, cedar wood



7 products: Diffuser
50 ml IFC1006
100 ml IFC1036
200 ml IFC1066

Gift set
2x50 ml
IFC1096

Scented
candle
125 g
IFC1206

Room
spray
120 ml
IFC1266

Car
fragrance
IFC1236



4 | Product introduction – ipuro cedar wood

Woody notes charm with fruity and floral notes – a pleasantly warm and spicy scent.

Head note: Orange, lemon

Heart note: Cedar wood, rosemary, ylang-ylang

Base note: Sandalwood, vanilla, ebony



7 products: Diffuser
50 ml IFC1005
100 ml IFC1035
200 ml IFC1065

Gift set
2x50 ml
IFC1095

Scented
candle
125 g
IFC1205

Room
spray
120 ml
IFC1265

Car
fragrance
IFC1235

4 | Product introduction – ipuro cotton fields

Clean, subtle and lightly powdery with a hint of vanilla – pure discretion for a pleasant room ambiance.

Head note: Star anise, heliotrope, geranium

Heart note: Rose, violet, cedar wood, vetiver

Base note: Tonka bean, vanilla, white musk



7 products: Diffuser
50 ml IFC1000
100 ml IFC1030
200 ml IFC1060

Gift set
2x50 ml
IFC1090

Scented
candle
125 g
IFC1200

Room
spray
120 ml
IFC1260

Car fragrance
IFC1230

4 | Product introduction – ipuro flower bowl

The wonderful meeting of floral notes and invigorating freshness will bring a breath of fresh air and life to your home.

Head note: Mandarin, bergamot, orange, cardamom, green notes

Heart note: Lily of the valley, jasmine, violet, cedar wood

Base note: Sweetgum, musk



7 products: Diffuser
50 ml IFC1001
100 ml IFC1031
200 ml IFC1061

Gift set
2x50 ml
IFC1091

Scented
candle
125 g
IFC1201

Room
spray
120 ml
IFC1261

Car
fragrance
IFC1231

4 | Product introduction – ipuro lime light

The tangy freshness of lemongrass combines with gentle floral accents – this scent will put you in a good mood.

Head note: Litsea cubeba, orange, lemongrass

Heart note: Egyptian geranium, lily of the valley, caraway, jasmine

Base note: Orange blossom, heliotrope



7 products: Diffuser
50 ml IFC1003
100 ml IFC1033
200 ml IFC1063

Gift set
2x50 ml
IFC1093

Scented
candle
125 g
IFC1203

Room
spray
120 ml
IFC1263

Car
fragrance
IFC1233

4 | Product introduction – ipuro sunny beachtime

Summer, sand, sea – a wonderful relaxed day on the beach.

Head note: Grapefruit, lemon, mint

Heart note: Jasmine, lily, rose

Base note: White musk, tonka beans



7 products: Diffuser
50 ml IFC1009
100 ml IFC1039
200 ml IFC1069

Gift set
2x50 ml
IFC1099

Scented
candle
125 g
IFC1209

Room
spray
120 ml
IFC1269

Car
fragrance
IFC1239



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