

*Velvet & Sweet Peas*  
PURRFUMERY®

JEWELRY  
OF  
HEAVEN



*Discover* the sensual, striking  
nature of scent... By appointment in the  
hills overlooking San Francisco Bay

WWW.PURRFUMERY.COM ♥ 510-528-8040

A photograph of a cozy, eclectic living room. In the foreground, a white leather sofa is adorned with patterned cushions. Behind it, a large window is covered with light-colored, lace-trimmed curtains, allowing soft light to filter through. To the right, a wooden cabinet with arched glass doors stands next to a dining table. The table is set with a lamp that has a glowing, patterned shade, and other items. The room is decorated with various items, including a framed picture on the wall and a chandelier hanging from the ceiling. The overall atmosphere is warm and inviting.

*Are you ready for  
a new adventure?*

WELCOME TO VELVET & SWEET PEAS' PURRFUMERY, a magical garden hideaway where artisanal perfumer Laurie Stern is your guide to a world of scent. She leads you with perfumed tales from ancient Egypt to the present, and offers you the rare opportunity to smell aromatic treasures from around the globe. Here, Laurie hand blends limited edition scents and creates custom perfumes that delight and inspire. There are so many ways to experience the luxury of the Purrfumery...



# *Perfumery Adventure*

RELAX, ENJOY A CUP OF TEA AND INHALE DEEPLY!  
During your Perfumery Adventure, you will discover how scent has the power to unlock the mysteries of your heart and soul. Bulgarian Rose Otto, 100-year-old Indian Sandalwood, White Ginger Lily absolute... these scents alone and combined can spark your imagination in completely new ways. You will be totally inspired and entertained by your own sense of smell! At the end of your adventure, Laurie creates a goody bag based on the scents you enjoy most.

# Custom Perfume Tier Tower

TAKE YOUR PERFUMERY ADVENTURE a step further with a custom formulation for your spirit and body only. Laurie's Custom Perfume offerings begin with a Perfumery Adventure, where you discover a palette of scents from her three dynamic essence tiers. Ranging from ethereal and beautiful to deep and compelling, Laurie has cataloged each scent, and has set aside a Treasure Chest of natural materials that are rare and incredible and will never be available again.

## TIER 1

Holds many of Laurie's richest essences, including Chinese osmanthus, Palo Santo wood, French orange blossom and Indian frangipani, Jasmine Sambac and pink, white and blue lotus.

## TIER 2

Opens the door to Bulgarian Rose absolute, an array of intoxicating jasmines, Lily Magnolia and delectable cocoa, as well as fir balsam absolute and black current bud.

## TIER 3

Essences include juicy blood orange, green mandarin, and French and Himalayan lavenders. Other delights in this tier include Madagascar ylang ylang, sacred Omani Frankincense and aged patchouli.

## LAURIE'S TREASURE CHEST

Includes 100-year-old Rose Otto, 100-year-old sandalwood, rare oud, gardenia and tuberose enfleurage.

# The Art of Custom Perfumery

"WHEN I SMELLED Chinese osmanthus and vanilla together I was transported to my teenage years, when I stopped wearing my mom's perfumes and began to discover the deep, earthy scents I loved. These were the years when I forged my own interests – I was fearless and totally inspired by life. The scent Laurie created for me takes me back to that joyful, care-free time of discovery that shaped who I am today."

- PERFUMERY  
ADVENTURER



Laurie unveils her **ESSENCE TIERS** and Treasure Chest based on the Custom Perfume Experience you select. The essences you find pleasurable become the basis of her formulations for you to sample. Laurie revises your favorites, ages the scent and within two to four months, you will receive your utterly transporting liquid or solid perfume.

Your perfume arrives in a French crystal bottle, crafted by Verreries Brosse, a Normandy company that has been making bottles for royalty since the 1850s. Laurie tucks your cr me perfume in a sterling silver jewel box that slips into your pocket or hand-bag. The choice is yours. Let your journey begin...



## LE RÊVE (THE DREAM)

Your journey starts with a 1 1/2 hour Perfumery Adventure, where you will experience an array of essences from Tiers 2 and 3. You may select as many as seven exquisite essences. Imagine Omani Frankincense and Himalayan cedar wood, paired with jasmine and pink grapefruit...

## LE RÊVE D'OR (DREAM OF GOLD)

During your 3-hour Perfumery Adventure, Laurie will enchant you with essences from each of the three tiers. You may select as many as 15 essences from Tiers 2 and 3 and one essence from Tier 1. Imagine pink lotus, honey absolute, blonde tobacco, with top notes of green mandarin and tangerine...

## LA PASSIONATA

Laurie invites you into her lush Perfumer's Garden for a light lunch and then into the Perfumery where your adventure begins. Set aside 5 hours for this remarkable afternoon. You will experience each of the tiers and may select as many as 25 essences. Imagine violet leaf, orris butter, osmanthus, blue chamomile, oak moss, Bulgarian Rose Otto, topped with ruby red grapefruit...

At the end of our adventure, Laurie presents you with a treasure box filled with Velvet & Sweet Pea treats including luxurious bath salts, rose scented cookies and jasmine and orange blossom scented dark chocolate truffles.

## LA ROYALE

The ultimate Purrfumery experience, set in one of the Bay Area's luxury hotels. Set aside 5 hours for this incredible day that begins with a light lunch.

Discover scents from each of the tiers, as well as from Laurie's Treasure Chest of rare and antique essences – some of these materials will never be available again. You may select as many as 40 of these essences for your custom formulation. Imagine extraordinary rose and jasmine distillations, Assam oud, antique sandalwood and cinnamon...

Laurie will send you three formulations to try. You may request three revisions. Aging your perfume, sam-



pling, and revising is complete within 4 months.

This offering caters to the perfume lover who relishes the intricate details of the Brosse French crystal bottle line. Enjoy your finished, signature scent in three separate Brosse crystal bottles – ¼ ounce, ½ ounce and 1 ounce. You will also receive 2 ounces in refills and a crème perfume of

this scent in four deluxe sterling jewel boxes.

Your treasures arrive indulgently packaged in dupioni silk and velvet pouches. At the end of your adventure, you receive a treasure box of delights. Imagine luxurious bath salts, crème perfumes and Laurie's rose-scented cookies and jasmine and orange blossom scented dark chocolate truffles.



## *While your custom perfume ages ...*

**LIKE A VINTAGE WINE**, natural perfumes need some time to age and marry. While you wait, enjoy Velvet & Sweet Pea's sumptuous liquid and solid perfumes, frostings, bath salts and other hand-blended delights. Laurie can also give you ideas if you're looking for the perfect gift to lavish someone you love. Every Purrfumery product arrives in its own charming, exquisite packaging. Here are just a few tempting options...







## PERFUMES

Velvet & Sweet Pea's natural and organic botanical liquid and solid perfumes are made from the most precious materials in small, numbered vintages.

## COLOGNE

Terrain is one of Laurie's earliest creations, made for her husband Gary who is not "a perfume kind of a guy" but loves the rich scents of the land, citrus and the varieties of scented geranium in their Perfumer's Garden.

## HOME SPA

Made with a mixture of Israeli Dead Sea salts and gorgeous Brazilian sea salt crystals, these bath salts look as beautiful as they smell!



## EAU DE PARFUM

Sexy, yummy and playful, Kittylicious scents smell delicious and last an extravagantly long time on your skin. Also try Velvet & Sweet Pea's Fleur de Caramel and Honey eau de parfum, highly dosed versions of the original limited edition perfumes.



# kittylicious natural



WHEN LAURIE DISCOVERED THE WORLD OF PERFUMERY, she stepped through a door into a new world. She inhaled mitti attar, the essence of India's sacred earth, and experienced Persian, Bulgarian and Turkish roses and an

endless array of flowers, woods and spices in an exquisite new way. Some of these essences soothed her; others excited her, some even intoxicated her! Memories came flooding back – she sniffed neroli blossoms and traveled back to the California orange groves where she and her husband Gary lost themselves for a few delicious hours many years ago. She began to blend the essences and materials she tintured herself and sourced from around the world and soon, she had created “a new flower,” and a scent that spoke to her spirit.

# master y magic &

## GETTING TO KNOW YOUR PURRFUME

### TOP NOTES

Also known as “head notes,” top notes are ethereal molecules that captivate us immediately... and evaporate within minutes. Top notes include juicy citrus scents like blood orange or Mexican lime, and herbs like French rosemary.

### MIDDLE NOTES

The heart of the perfume, middle notes unfurl as the top notes begin to dissipate. Middle notes linger on the skin and add complexity to the scent. They include sumptuous florals, such as Bulgarian rose, Indian jasmine and Egyptian carnation.

### BASE NOTES

These notes carry the perfume and emerge as the middle notes begin to disappear. Base notes add depth, mixing with middle notes to create the theme of the perfume. They include Orris butter, antique sandalwood and Tahitian vanilla.

**A GREAT NATURAL PERFUME WILL UNFOLD LIKE A FLOWER ON THE WEARER AND EVOLVE OVER THE NEXT FEW HOURS**

# Come Visit Us!

at Velvet & Sweet Pea's Purrfumery

10 MINUTES FROM BERKELEY'S ARTFUL & INDULGENT GOURMET GHETTO



Laurie named her perfumery after two of her beloved cats, whose images are immortalized in her elaborate, fanciful packaging. Everything she uses is organic or wildcrafted whenever possible. Organic alcohols infused with Tahitian vanilla and rose

petals add a luxurious layer to her alchemical mixtures. Flower essences, tinctured by Laurie, are blended into each perfume.

Laurie's perfumes never contain phthalates (a carcinogen found in commercial perfumes) or any synthetics, and never use animal musks. And,

Velvet & Sweet Pea's is certified by Leaping Bunny, a coalition of animal

protection groups, who ensure none of her ingredients or her supplier's ingredients are tested on animals.



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