

# Beauty - Provenance

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*Provenance*

Beauty that doesn't cost the earth

Bath & Body  
Fine Fragrance

Launching July 2021

## Provenance Brand DNA

### FOR INTERNAL USE ONLY:

Our bath & body range focuses on the key **natural extract ingredients** that are **sustainably sourced** with **transparent provenances**. These sustainability stories not only help support the ethos of the brand, but also the romanticism of the range name.

Complimentary to our bath & body scents, we have created a sophisticated fine fragrance range that includes **85% natural ingredients**, and again supports the romanticism of the brand name with **expertly blended fine fragrances** that **transport you to another place** and **trigger forgotten memories** with a single scent.

Our cleanest range to date.

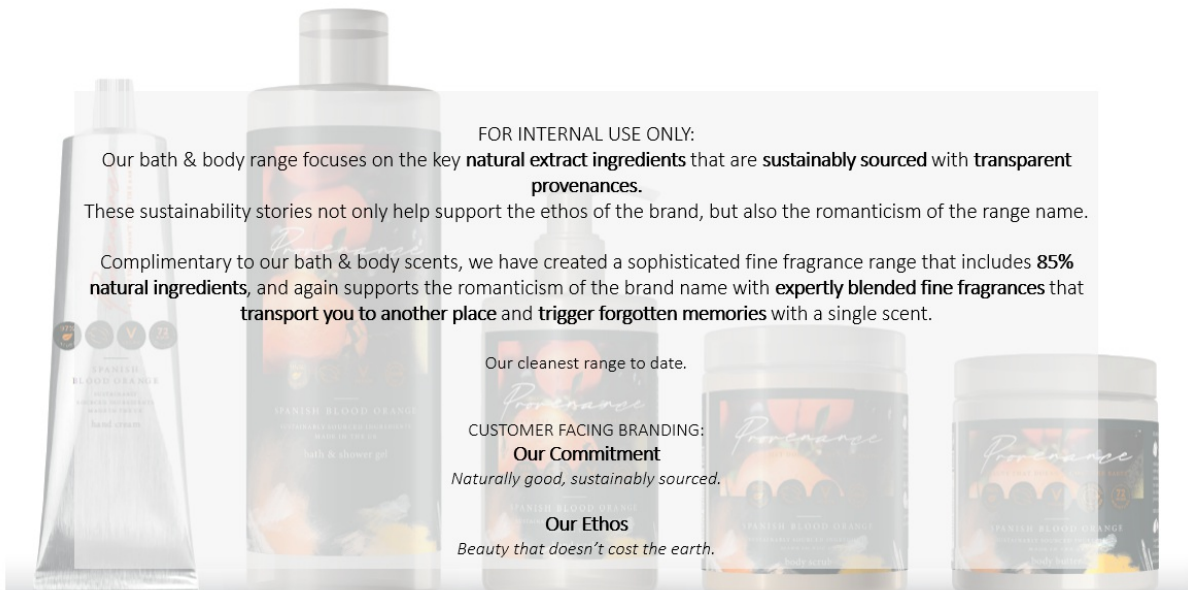
### CUSTOMER FACING BRANDING:

#### **Our Commitment**

*Naturally good, sustainably sourced.*

#### **Our Ethos**







*Beauty that doesn't cost the earth.*



Provenance








Provenance – Range Architecture

							
<b>Product Description</b>	Hand wash	Body Wash	Hand cream	Body butter	Body scrub	EDP 100ml	EDP 30ml
<b>Scent</b>	Spanish Blood Orange British Seaweed Ghanaian Shea Greek Olive					Amongst the Orange Groves Santorini Days Calm After The Storm Under The Palm Trees	
<b>Packaging Overview</b>	75% PCR widely recyclable botte Widely recyclable pump	100% PCR widely recyclable botte Widely recyclable cap	Widely recyclable aluminium tube with screw on cap	75% PCR widely recyclable jar Widely recyclable cap	75% PCR widely recyclable jar Widely recyclable cap	80% PCR cap 4% PCR widely recyclable glass bottle Carton made from Bagasse Paper – Sugarcane by-product waste	

Provenance – Name Correlation

Bath & Body Names	Fragrance Notes	Bath & Body Ranking	Fine Fragrance Names	Fragrance Notes	Fine Fragrance Ranking
British Seaweed	T: Salty Accords M: Lily of The Valley, Seaweed B: Amber	2	<i>Calm After the Storm</i>  With notes of Seaweed & Hyacinth	T: Honeysuckle, Cucumber M: Freesia, Hyacinth, Cyclamen, Watermelon B: Seaweed, White Musk	3
Spanish Blood Orange	T: Orange M: Mandarin B: Citrus Blend	4	<i>Amongst the Orange Groves</i>  With notes of Orange Blossom & Jasmine	T: Mandarin, Lemon M: Orange Blossom, Jasmine, Neroli B: Musk	1
Ghanaian Shea & Coconut	T: Vanilla M: Tonka Notes B: Amber, Musk	3	<i>Under the Palm Trees</i>  With notes of Coconut & Neroli	T: Orange, Mandarin, Neroli M: Frangipani, Plumeria, Ylang, Magnolia, Coconut, Sea Salt B: Coconut Milk, Vanilla, Almond Milk, Musk	4
Greek Olive	T: Basil, Bergamot M: Olive, Green Tea B: Vetiver, Cedar	1	<i>Santorini Days</i>  With notes of Olive & Bergamot	T: Bergamot, Mandarin M: Basil, Olive, Green Tea, Iris B: Vetiver, Cedar	2

Provenance – The 'Provenance' Story Telling

British Seaweed	Ghanaian Shea	Spanish Blood Orange	Greek Olive	All Fine Fragrances
				
<p><b>SEAWEED</b> Sourced from rugged north shores in Scotland. * Hand harvested by local pickers during high season to allow for re-growth * Minimal impact to the eco-system * Monitored through traceability &amp; impact surveys</p> <p><b>SAMPHIRE</b> • Grown in UK Nursery • Sustainable cultivation to avoid damage to salt marshes • 95% natural</p> <p><b>On Pack Copy:</b> <b>Seaweed extract</b> Carefully harvested from the northern shores of Scotland. Hand-cut by local pickers to ensure regrowth and minimal impact to the eco-system, monitored by a traceability system and impact surveys</p>	<p><b>SHEA</b> Sourced via the Savannah Fruit Co. which has benefitted 7k women to date involved in shea butter processing. Eco-certified.</p> <p><b>MARULA OIL</b> • Hand harvested, but only fallen fruits. Cold pressed extraction. • Benefits a co-op in Namibia of over 2.5k women to date • 95% natural</p> <p><b>On pack copy:</b> <b>Shea butter</b> Hand-picked, organic and eco-certified. Sourced from an organisation that supports more than 130 communities involved in shea-butter production in Ghana.</p> <p><b>Coconut water</b> Zero-waste production and sustainable fruit source.</p>	<p><b>BLOOD ORANGE</b> Cold pressed extraction procedure of the ripe Spanish orange (low energy and preserving goodness of the fruit) • By-product of the fresh fruit/juice/canned fruit industry where non aesthetically acceptable fruits are used. • Zero waste.</p> <p><b>GRAPE EXTRACT</b> • Vinaccia waste from the wine making region of Emilia-Romagna in Italy • 95% natural</p> <p><b>On pack copy:</b> <b>Blood orange oil</b> A zero-waste product, formulated from smaller or misshapen fruits that do not meet food-industry standards. The cold-pressed extraction of the Spanish blood oranges reduces energy usage and preserves goodness.</p>	<p><b>OLIVE</b> Cold pressed extraction procedure of the ripe Greek olive (low energy and preserving goodness of the fruit) • Sustainably plantation grown • Small scale farmers and co-operatives in Greece feed into this supply chain • Ethical and fairly traded with Farmers • 95% natural</p> <p><b>On pack copy:</b> <b>Olive oil</b> Made using ethically traded and sustainably grown olives, including produce from small-scale Greek farmers and co-operatives. The cold-pressed extraction procedure reduces energy usage and preserves goodness.</p>	<p><b>SUGAR CANE</b></p> <ul style="list-style-type: none"> <li>• Sustainably sourced sugar cane alcohol base</li> <li>• Sugar cane is from Pakistan, where the highest yields of cane can be produced from land</li> <li>• Much greener than standard alcohol produced from petrochemical cracking</li> <li>• Sustainable and minimal waste, bagasse (sugar cane) can be used for packaging</li> <li>• 85% natural</li> </ul>







Provenance Bath & Body



*Greek Olive*



*British Seaweed*



*Abanaian Shea & Coconut*



*Spanish Blood Orange*

## *Greek Olive*



**5 products:** Hand Wash, Hand Cream, Bath & Shower Gel, Body Scrub, Body Butter.

**Key ingredient**  
**Olive oil**

Made using ethically traded and sustainably grown olives, including produce from small-scale Greek farmers and co-operatives. The cold-pressed extraction procedure reduces energy usage and preserves goodness.

**Sustainably sourced**  
Supporting the environment and local communities.

**Fragrance**  
An uplifting scent of olive and cedar.

Top Notes: Basil, Bergamot  
Middle Notes: Olive, Green Tea  
Base Notes: Vetiver, Cedar

## *British Seaweed*



**5 products:** Hand Wash, Hand Cream, Bath & Shower Gel, Body Scrub, Body Butter.

**Key ingredient**  
**Seaweed extract**

Carefully harvested from the northern shores of Scotland. Hand-cut by local pickers to ensure regrowth and minimal impact to the eco-system, monitored by a traceability system and impact surveys.

**Sustainably sourced**  
Supporting the environment and local communities.

**Fragrance**  
An invigorating scent with salty coastal accords.

Top Notes: Salty Accords  
Middle Notes: Lily of The Valley, Seaweed  
Base Notes: Amber

## Ghanaian Shea & Coconut



**5 products:** Hand Wash, Hand Cream, Bath & Shower Gel, Body Scrub, Body Butter.

### Key ingredients

#### Shea butter

Hand-picked, organic and eco-certified. Sourced from an organisation that supports more than 130 communities involved in shea-butter production in Ghana.

#### Coconut water

Zero-waste production from a sustainable fruit source. Able to produce fruit for decades, coconut trees offer farmers a long-term source of income.

#### Marula oil

Made sustainably with hand-harvested fallen fruits collected over four months by a local women's group, protecting the wild sakoa trees in the remote Androy region of Madagascar.

### Sustainably sourced

Supporting the environment and local communities.

### Fragrance

A soothing scent of vanilla and tonka.

Top Notes: Vanilla  
Middle Notes: Tonka Notes  
Base Notes: Amber, Musk

## Spanish Blood Orange



**5 products:** Hand Wash, Hand Cream, Bath & Shower Gel, Body Scrub, Body Butter.

### Key ingredients

#### Blood orange oil

A zero-waste product, formulated from smaller or misshapen fruits that do not meet food-industry standards. The cold-pressed extraction of the Spanish blood oranges reduces energy usage and preserves goodness.

### Sustainably sourced

Supporting the environment and local communities.

### Fragrance

A refreshing scent of mandarin and lemon.

Top Notes: Orange  
Middle Notes: Mandarin  
Base Notes: Citrus Blend

Provenance Fine Fragrance



Expertly blended fine fragrances that transport you to another place and trigger forgotten memories with a single scent.

Provenance Fine Fragrance

## Amongst the Orange Groves



A **sunshine scent** of orange flowers, blended with sweet mandarin, lemon, jasmine, neroli and musk. **Reminiscent of summer escapes in the Mediterranean countryside.**

**Fragrance**  
**With notes of Orange Blossom & Jasmine**

Top Notes: Mandarin, Lemon

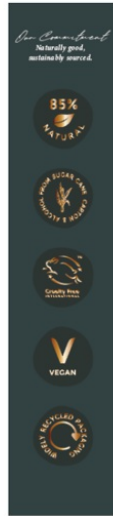
Middle Notes: Orange Blossom, Jasmine, Neroli

Base Notes: Musk

Available in a 100ml and 30ml EDP



## Santorini Days



A **refreshing citrus scent** of bergamot and mandarin, blended with aromatic basil, olive and iris with woody base notes. **Reminiscent of idyllic, warm summer days spent exploring the Greek Islands.**

**Fragrance**  
**With notes of Olive & Bergamot**

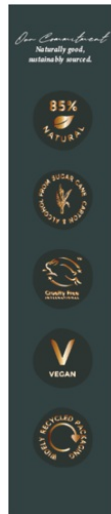
Top Notes: Bergamot, Mandarin

Middle Notes: Olive, Basil, Green Tea, Iris

Base Notes: Vetiver, Cedar

Available in a 100ml and 30ml EDP

## Calm after the storm



An **invigorating scent** of salty coastal accords, blended with white musk, refreshing cucumber and floral notes of hyacinth and freesia. **Reminiscent of seaside walks and spring days when the rain clears.**

**Fragrance**  
**With notes of Seaweed & Hyacinth.**

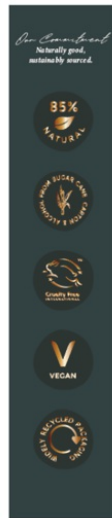
Top Notes: Cucumber, Honeysuckle

Middle Notes: Hyacinth, Watermelon, Freesia,

Base Notes: Seaweed, White Musk

Available in a 100ml and 30ml EDP

# Under the Palm Trees



An **exotic scent** featuring rich coconut and soothing vanilla, blended with floral notes of neroli, ylang-ylang and salty seaside scents. **Reminiscent of relaxing holidays in far flung locations, where the breeze is warm and your troubles are a world away.**

**Fragrance**  
**With notes of Coconut & Neroli**

Top Notes: Neroli, Mandarin, Orange

Middle Notes: Coconut, Sea Salt, Ylang Ylang, Plumeria

Base Notes: Vanilla, Almond Milk, Musk

Available in a 100ml and 30ml EDP

## Provenance Line List

Product Type	Description	Stroke no
Fine Fragrance	AMONGST 100ML	1111E
	AMONGST 30ML	1511E
	SANTORINI 100ML	1311E
	SANTORINI 30ML	1611E
	CALM AFT 100ML	1011E
	CALM AFTER 30ML	1411E
	UNDER PALM 100ML	1211E
	UNDER PALM 30ML	1711E
	PROV FRAG SET	0070C
	Bath & Body	Spanish Blood Orange Hand Cream
Ghanaian Shea Butter Hand Wash		8822B
Spanish Blood Orange Body Butter		3118B
Ghanaian Shea Butter Body Scrub		8733B
Greek Olive Hand Cream		5568
Greek Olive Body Scrub		5562
Greek Olive Bath and Shower Gel		5560
Spanish Blood Orange Hand Wash		3451B
British Seaweed Bath and Shower Gel		2238
Ghanaian Shea Butter Body Butter		8966
British Seaweed Hand Wash		2288B
British Seaweed Body Butter		2249
Greek Olive Hand Wash		5566B
British Seaweed Hand Cream		2281
Spanish Blood Orange Body Scrub		3448
British Seaweed Body Scrub		2287B
Spanish Blood Orange Bath and Shower Gel		3489
Greek Olive Body Butter		5569
Ghanaian Shea Butter Bath and Shower Gel		8554B
Ghanaian Shea Butter Hand Cream		8871