

LÉLIOR

DE PARIS

SCENTING GUIDE



SCAN ME

FOR MORE INFORMATION



@LELIORFRAGRANCE

LÉLIOR GROUP LLC
1226 NW 23RD AVE
FORT LAUDERDALE, FL 33311
INFO@LELIOR.COM



BRAND STORY

At Lélior, we infuse environments with emotions, memories, and stories through the power of scent. But Lélior itself is a story — and our origin goes all the way to a small coastal town on the Alboran Sea.

In a family of farmers, there was a young girl named Lélior. Her parents grew flowers on their land and sold them to perfumers and flower shops in the nearby towns. The scents of the flowers enchanted Lélior: she spent long hours in the fields, studying the blooms and putting them together into different arrangements, experimenting with the aromas the flowers produced together.

When Lélior was a young woman, her family was forced to immigrate and leave their land behind. The flower farm turned into a memory that got passed down from generation to generation, a story about a young girl with a rare sensitivity for scent.

Today, the flower farm doesn't exist anymore. But Ido — Lélior's great-great-grandson — took the memory of his ancestor and turned it into over 40 fragrances, each of them a tribute to his family history of craftsmanship, imagination, and loss.

The connection between fragrance and memory is not random.

Scents have the strongest link to memory and emotion than any of the other human senses. There's a scientifically proven link between our sense of smell and parts of the brain that are responsible for creating & storing memories and feelings.

Lélior started as a way to give shape to one family story, but our vision is for our scents to help other people — including you — to enhance their environment with emotions, create stories, and immerse themselves into their favorite memories.



SCENTING

Scenting is the practice of intentionally using fragrances to enhance an environment or mood. This can be done through a variety of products, including scented candles, essential oils, room sprays, and diffusers.

Scenting has been used for centuries for its powerful effects on our emotions and well-being. Different fragrances can evoke different emotions and memories, from calming lavender to invigorating peppermint.

In today's society, scenting has become an increasingly popular way to improve our daily lives. Whether it's to boost productivity, reduce stress, improve sleep, or to create a more pleasant atmosphere, scenting is a simple and effective way to enhance our environment and well-being.

Whether you're looking to create a relaxing spa-like atmosphere in your home, or a more invigorating workspace, scenting has the power to transform any environment and elevate your mood.



BUSINESS SCENTING

The strategy behind business scenting involves utilizing fragrance in businesses to enhance the overall consumer experience. Scenting should be used by businesses to improve their brand theme or to make their customers feel more at home.

Making an ambience that is absolutely one-of-a-kind is one of the main advantages of business scenting. A thoughtfully picked scent may take visitors to a new location, whether it's a cabana on the beach or a ski lodge covered with snow. Enhancing the company's theme is another advantage of business scenting. Retail establishments, for instance, might select scents that complement their product ranges and enhance the shopping experience for customers.



Another benefit of business scenting is the ability to enhance the theme of the business. Retail stores, for example, can choose fragrances that align with their product lines and further improve the customer's shopping experience. Business scenting can also improve customer satisfaction as it can help create a pleasant and welcoming atmosphere throughout the space. A business can use scenting as a way of creating a unique and memorable experience that customers will associate with the business.

In conclusion, business scenting is a powerful yet often overlooked way to enhance customer experience. From creating a unique ambience, to enhancing the brand and theme of the business, to improving customer satisfaction, business scenting can make a significant difference in the way customers perceive and experience a business.



COLD AIR DIFFUSERS

Cold air diffusers are innovative devices used for fragrance and home aroma. They are designed to deliver pure fragrance oils into the air without the use of heat, water, or other additives. In this article, we'll explore the technology behind cold air diffusers, how they work, and their benefits.

HOW DO COLD AIR DIFFUSERS WORK?

Cold air diffusers use a process to break down fragrance oils into tiny particles and disperse them into the air. The device consists of a small pump that draws fragrance oils up through a small tube and then forces them through a nozzle. As the oil exits the nozzle, it is broken down into microscopic droplets, which are then propelled into the air by a stream of air generated by the pump.

The process ensures that the fragrance oils are delivered into the air in their purest form, without any heat or water to dilute or alter their composition. The tiny particles are evenly distributed throughout your space, allowing the user to experience the full aromatic benefits of the oils.

BENEFITS OF COLD AIR DIFFUSERS

Cold air diffusers offer several benefits over traditional diffusers. Firstly, they deliver fragrance oils in their purest form, ensuring maximum aromatic benefits. Unlike heat-based diffusers, which can alter the composition of fragrance oils, cold air diffusers maintain the integrity of the oils, ensuring that they deliver the same aroma and therapeutic benefits as the original plant.

Secondly, cold air diffusers do not use water or other additives, making them a more environmentally friendly option. They also do not produce any heat, making them safer to use around children and pets.

Thirdly, cold air diffusers are highly effective at dispersing fragrance oils into the air, making them an excellent choice for larger rooms or open spaces. They are also easy to use, and many models can be controlled using a smartphone app. This allows users to adjust the settings and create customized fragrance experiences from the convenience of their phone.