

# OUR PURPOSE

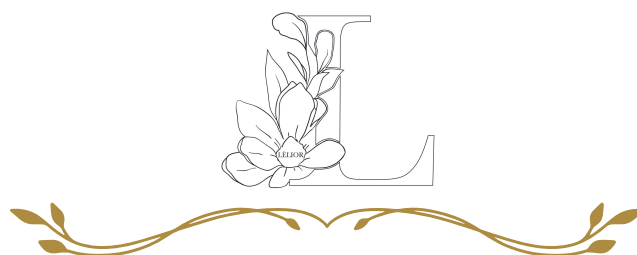
## Mission Statement

At Lélior, our mission is to craft scents that capture emotions and memories, enriching lives through the power of fragrance.

## What Sets Lélior Apart from the Rest

At Lélior, we're equal parts storytellers and scientists. We're dedicated to using proven effects of scents on the human brain to hand-craft pure products that elevate your environment and enhance it with emotions & memories.

- **Hand-Craft Scents Using Eco-Positive Practices:** We carefully create all of our scents & products in our cGMP-compliant facility in Florida, following all necessary US regulations and IFRA standards. We never test our products on animals. To minimize our impact on the environment (& elevate customer experience), we use beautiful glass packaging instead of the traditional plastic.



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- **Provide an Unmatched Customer Service:** From clean fragrance formulation to a user-friendly return policy, we do everything with our customer in mind. Our beliefs are our vision for the world. This is what we think the world is moving toward + what we help it become.
- **Enhancing the Power of Emotions, Memories, and Stories:** Research shows that 75% of all emotions you generate every day are due to smell. We hand-craft nuanced scents that allow you to experience everyday moments more vividly and evoke memories you hold dear.
- **Educating on the Science of Scent :** Transformative effects of aromas go beyond simply making your environment smell nice. Depending on the elements of each fragrance – and Lélior has formulated over 40 of them – scents can help you boost creativity, improve your mood, or make you feel more focused.

**Our passion for formulating fragrances is only matched by our commitment to sustainability and minimizing our impact on the environment. We ethically source natural ingredients of the highest quality, never use synthetic substances in our products, and make our packaging out of durable glass that you can reuse in other areas of your home or business.**

