

Lady **Primrose**[®]

FRAGRANCE FORWARD | CLASSIC STYLE



Cover photo features the Tryst Collection

We're celebrating!

Lady Primrose is celebrating a spectacular relaunch as our fragrant brand collections are back offering exquisite perfumes, fragrances, beauty luxuries and more for our loyal customers as well as our retail and hotel partners!

Moving ahead under new ownership, our team is committed to delivering the decadent and elevated expectations of our brand's reputation and we're thrilled to welcome you to explore our restyled fragrance collections and new products. At Lady Primrose, we believe everyone needs a little luxury every day and that begins with our fragrance forward collections offering signature products ranging from perfumes and body creams to hand-poured soaps and candles.

Along with Lady Primrose's signature scents, Tryst and Royal Extract, our body creams and dusting silk powders (now talc-free) have been top-of-the-line for years! Victorian era inspired body cream jars and dusting silk shakers are unique glassware presentations exclusive only to Lady Primrose. Proving to be iconic keepsakes, this unique glassware with nostalgic, embossed silver tops, grace bath and bedroom vanities around the world!

As our story began 30 years ago (researching archival fragrance recipes dating back to 1677), Tryst and Royal Extract were launched after Lady Primrose was commissioned by the famed Lanesborough Hotel in London to create products exclusively for their distinguished clientele.

The story continues today as our fragrant portfolio retains proprietary fragrant formulas that also include Momentous, Necture, Celadon and Blue Agave to name a few. We're proud to introduce Lady Primrose Home which includes a new boutique laundry care line and fragrance, Primrose 1677, plus Room & Linen sprays, diffuser oils and our very own pedestal candles.

Located in Dallas, TX, we continue to be a woman-owned company as our new owners are a sister duo team who committed to relaunching Lady Primrose's legacy and luxury brands with the original team in place, (including our very own candlemakers) and a team that have heralded and curated the brand's excellence for years!

We continue as a fragrance forward company committed to expected excellence through our classic, reminiscent and regal style as we appreciate all who have contributed to the Lady Primrose brand from the very beginning!

All our best and cheers to a little luxury every day!

Michelle, Stephanie, and the Lady Primrose team





sparkle



EAU DE PARFUM

Eau de Parfum Mist w/crystal band #17-01016 2 oz (50mL) 5" tall

DUSTING SILK

Dusting Silk Shaker w/crystal band (E) #14-01000 4 oz 7" tall

Dusting Silk Organza Bag #14-01001 6x5" 3 oz

Dusting Silk Footed Powder Jar w/puff and crystal band (E)

#14-01003 1 oz 5.5 x 3.5"



glamour

DECANTERS

Crystal Stephanie Decanters 12 x 4.5 x 2.5"

Bathing Gel #13-01009 22 oz

Bath Salts #15-01016 27 oz

Petite Crystal Candle

w/crystal band

#18-01017 8 oz 6 x 3"



Reed Diffuser #18-01024 6 oz 3.25 x 3.25"

romance

Encourage your customers to add a body cream tube to refill their body cream jar. A great add-on sale!



BATH SALTS

Bath Salts Travel Size Organza Bag #15-01006 1.5 oz 2.5 x 1.75"
 Bath Salts Glass Jar #15-01014 8 oz 3 x 3"
 Bath Salts Refill Bag #15-01015 16 oz 2.5 x 2.5 x 4" (not shown)



SKIN MOISTURIZER

Body Cream Jar with Nickelplate Lid (E) #12-01004
 5 oz 3" x 3.25"
 Body Cream Tube #12-01005 6 oz 6.5 x 1.75"
 Lotion Plastic Pump #12-01007 8 oz 7.5" tall

HAIR CARE

Shampoo Plastic Pump #11-01025 8 oz 7.5" tall
 Conditioner Plastic Pump #11-01026 8 oz 7.5" tall

HOME FRAGRANCE



BATHING GEL & HAND WASH

Bathing Gel Plastic Pump #13-01007 8 oz 7.5" tall
 Bathing Gel Plastic #13-01008 32 oz 8.5" tall
 Hand Wash Pump #16-01007 8 oz 7.5" tall
 Hand Wash Plastic #16-01008 32 oz 8.5" tall



Room Spray #18-01023 4 oz 7" tall

Boxed Candle #18-01021
 12 oz 3.25" x 3.25"

Lady Primrose

Tryst be inspired

by the story of our founding owners traveling to England to a renowned perfumer, where they welcomed the ladies to peek into their fragrance archives and then create our signature fragrance, Tryst, from formulas dating back to 1677. The notes of the fragrance are timeless and resonate with a glamorous profile. Tryst is one of our most coveted and alluring fragrances that will simply whisk you away.



Our signature scent, Tryst sparkles with a romantic, sophisticated, and glamorous blend of green florals, jasmine and fleur d'orangery notes.



Royal Extract be inspired

by the beginnings of Royal Extract, which was "extracted" from the Tryst fragrance discovered in the fragrant recipe archives of a renowned English fragrance house. It exudes warmth and beauty, making you feel special the moment you embrace this scent as your own. The rich golden hues and milk and honey aroma will fill your tub with mounds of bubbles which will probably last longer than you do in your bath! Loved by all, Royal Extract is a great choice for gift giving.



Also one of our signature scents, Royal Extract embodies a classic, regal and warm melody of creamy milk, sweet golden honey and apple blossoms resting on a bed of precious woods.



Royal Extract

classic



EAU DE PARFUM

Eau de Parfum Mist w/bee #17-01116 2 oz (50mL) 3.5" tall



DUSTING SILK

Dusting Silk Shaker w/bee (E) #14-01100 4 oz 7" tall

Dusting Silk Organza Bag #14-01101 3 oz 6 x 5"

Dusting Silk Powder Jar w/puff and bee (E) #14-01103 1 oz 2.75 x 3.75"



DECANTERS

Crystal Michelle Decanters (E)
both measure 8.5 x 4.5 x 3"
Bath Salts #15-01115 40 oz
Bathing Gel #13-01110 32 oz

regal



Queen Bee Candle
#18-01120
5 oz 4.75 x 3"

Crystal Pedestal Candle
#18-01119
10 oz 11 x 3.75"

Room Spray
#18-01118
4 oz "7" tall

warm



HAND WASH and BATHING GEL

- Bathing Gel Plastic Pump #13-01107 8 oz 7.5" tall
- Bathing Gel Honey Pot 13-01108 4oz 5 x 3"
- Bathing Gel Plastic #13-01111 32 oz 8.5" tall
- Hand Wash Plastic Pump #16-01107 8 oz 7.5" tall
- Hand Wash Plastic #16-01111 32 oz 8.5" tall

BATH SALTS

- Bath Salts Refill Bag #15-01113 16 oz 2.5 x 2.5 x 4" (not shown)
- Bath Salts Travel Size Organza Bag #15-01114 1.5 oz 2.5 x 1.75"
- Bath Salts Glass Jar #15-01117 8 oz 3 x 3"

HAIR CARE

- Shampoo Plastic Pump #11-01124 8 oz 7.5" tall
- Conditioner Plastic Pump #11-01125 8 oz 7.5" tall



HOME FRAGRANCE

- Reed Diffuser #18-01125 6 oz 3.25 x 3.25"

- Boxed Candle #18-01121 12 oz 3.25" x 3.25"

SKIN MOISTURIZER

- Body Cream Jar with Nickelplate Lid (E) #12-01104 5 oz 3" x 3.25"
- Body Cream Tube #12-01105 6 oz 6.5 x 1.75"
- Body Cream Tester #12-01105T
- Lotion Plastic Pump #12-01107 8 oz 7.5" tall



be inspired

by our luxurious and iconic dusting silk powders. Truly like no other, you'll enjoy the feel of your skin and the gentle fragrance as you cascade this satin silk powder on after applying our lotion or body cream. The talc free formula has a main ingredient of corn starch, a natural absorbent. The glass shaker with the tarnish-free lid is a beautiful gift to give or meant for your own vanity. Also offered in our unique powder jars. It's a product to be used and enjoyed always as we have refills available for the shaker and powder jars.



be inspired

by the origins of the Necture name. As the name implies, this collection is nurturing with a perfect blend of the sweet nectar of a budding flower and the beautiful nature surrounding it. The gentle fragrance washes over you like sunshine in the garden after a cooling rain.

Our Necture scent nurtures an alluring, sweet-scented blend of apple blossoms, mint, jasmine and precious woods. Necture is one of Lady Primrose's original scents. Nurturing from the first mist, this fragrance feels warm, sweet and celebratory.



Necture



Necture

Give your customers other ideas for the dusting silk, such as dusting your bed linens, or buying a refill to use as a sachet in a drawer.



EAU DE PARFUM

Eau de Parfum Mist #17-01216 2 oz (60mL) 3.5" tall

sweet



DUSTING SILK

Dusting Silk Shaker (E) #14-01200 4 oz 7" tall
Dusting Silk Organza Bag #14-01201 6x5" 3 oz



DECANTERS

Large Decanters (E), both measure 9 x 3"
Bath Salts #15-01221 30 oz
Bathing Gel #13-01221 24 oz

subtle



SKIN MOISTURIZER

Body Cream Jar with Nickelplate Lid (E) #12-01203 5 oz 3" x 3.25"
Body Cream Tube #12-01204 6 oz 6.5 x 1.75"
Lotion Plastic Pump #12-01206 8 oz 7.5" tall



HAND WASH and BATHING GEL

- Bathing Gel Plastic Pump #13-01206
8 oz 7.5" tall
- Bathing Gel Plastic #13-01219
32 oz 8.5" tall
- Hand Wash Plastic Pump
#16-01206 8 oz 7.5" tall
- Hand Wash Plastic
#16-01210 32 oz 8.5" tall



BATH SALTS

- Bath Salts Refill Bag #15-01222
16 oz 2.5 x 2.5 x 4" (not shown)
- Bath Salts Travel Size Organza Bag
#15-01215 1.5 oz 2.5 x 1.75"
- Bath Salts Glass Jar #15-01216
8 oz 3 x 3"

HAIR CARE

- Shampoo Plastic Pump
#11-01219 8 oz 7.5" tall
- Conditioner Plastic Pump
#11-01220 8 oz 7.5" tall



delicate

HOME FRAGRANCE



Room Spray #18-01223 4 oz "7" tall

Reed Diffuser #18-01224 6 oz 3.25 x 3.25"

Boxed Candle #18-01220 12 oz 3.25" x 3.25"

be inspired

by choices! We give you two ways to moisturize your skin.

Our lotions are easily absorbed to nourish thirsty skin with fragrance. In addition, you'll revitalize and balance hydration to increase elasticity and soften skin.

Our body creams are top-of-the-line and are the ultimate nourishment for your skin with concentrated ingredients and exceptional performance in a non-greasy formula. Vitamins C & E, antioxidants, peptides and collagen builders erase dryness and wrinkles, producing younger, softer and more supple skin.



Celadon be inspired

by freshness each time you inhale Celadon. The fragrance, combined with green pea extract with its anti-aging benefits, makes the contemporary fragrance an instant classic.

Celadon is welcomed by both ladies and gentlemen with a refreshing blend of Italian bergamot, crisp lemons and black currant. Celadon is one of Lady Primrose's original scents and is unique in that this fragrance is celebrated by everyone! In a word, refreshing... meant to ease your mind and lift your spirit.





Celadon



EAU DE PARFUM

Eau de Parfum Mist (E) #17-01316 2 oz (50mL) 3" tall

natural



DUSTING SILK

Dusting Silk Shaker (E) #14-01300 4 oz 7" tall
Dusting Silk Organza Bag #14-01301 6x5" 3 oz

calming

SKIN MOISTURIZER



DECANTERS

Large Decanters (E)
both measure 8 x 4.75"
Bath Salts #15-01308 40 oz
Bathing Gel #13-01308 34 oz



Body Cream Jar with Nickelplate Lid (E) #12-01303 5 oz 3" x 3.25"
Body Cream Tube #12-01304 6 oz 6.5 x 1.75"
Lotion Plastic Pump #12-01306 8 oz 7.5" tall



HAND WASH and BATHING GEL

Bathing Gel Plastic Pump #13-01306 8 oz 7.5" tall
 Bathing Gel Plastic #13-01309 32 oz 8.5" tall
 Hand Wash Plastic Pump #16-01306 8 oz 7.5" tall
 Hand Wash Plastic #16-01309 32 oz 8.5" tall

BATH SALTS

Bath Salts Glass Jar #15-01305 8 oz 3 x 3"
 Bath Salts Travel Size Organza Bag #15-01310 1.5oz 2.5 x 1.75"
 Bath Salts Refill #15-01312 16 oz 2.5 x 2.5 x 4"

HAIR CARE

Shampoo Plastic Pump #11-01319 8 oz 7.5" tall
 Conditioner Plastic Pump #11-01321 8 oz 7.5" tall

refreshing

HOME FRAGRANCE

Boxed Candle #18-01303
 12 oz 3.25" x 3.25"
 Room Spray #18-01317 4 oz
 7" tall
 Reed Diffuser #18-01318 6 oz
 3.25 x 3.25"



be inspired

by our Lady Primrose Home collection. We are delighted to introduce our boutique laundry care line offered in three scents. Available in two of our most popular fragrances (Tryst and Royal Extract), we're excited to introduce a new scent, Primrose 1677, whose name bears the time stamp of the original formula which launched Lady Primrose.

Primrose — 1 6 7 7 —

Primrose 1677 is delightful. It's clean and rich, blending plum, anise, white lavender and black pepper resting on a base of amber and vanilla.



LAUNDRY

Royal Extract

Laundry Wash 16-01115 16 oz
Fabric Softener 16-01116 16 oz

Primrose 1677

Laundry Wash 16-01500 16 oz
Fabric Softener 15-01501 16 oz

Tryst

Laundry Wash 16-01015 16 oz
Fabric Softener 16-01016 16 oz

Momentous

PATCHOULI NOIR & WHITE MUSK

be inspired

by the warm blue hues of Momentous. The color blue is known to bring one calm and serenity. Momentous has a special story as our sales team had a hand in choosing this lovely fragrance as one that must be added to our collections.



Momentous is welcomed by both ladies and gentlemen as this scent celebrates a rich blend of patchouli noir, powdery tonka, white musk and spiced sandalwood.





Momentous

PATCHOULI NOIR & WHITE MUSK



EAU DE PARFUM

Eau de Parfum Mist (E) #17-01418 2 oz (60mL) 5" tall
 Momentous Rollerball Duo w/Lip Gloss .5oz 11-01322



DUSTING SILK

Dusting Silk Shaker (E) #14-01400 4 oz 7" tall
 Dusting Silk Organza Bag #14-01401 6x5" 3 oz

unforgettable



DECANTERS

Large Decanters (E)
 both measure 10 x 3.5"
 Bath Salts #15-01406 40 oz
 Bathing Gel #13-01406 32 oz

One of the ingredients in Momentous is copper, which is beneficial in collagen production.



SKIN MOISTURIZER

Body Cream Jar with Nickelplate Lid (E) #12-01403 5 oz 3" x 3.25"
 Body Cream Tube #12-01079M 6 oz 6.5 x 1.75"
 Lotion Plastic Pump #12-01405 8 oz 7.5" tall



soothing

HAND WASH and BATHING GEL

- Bathing Gel Plastic Pump #13-0405 8 oz 7.5" tall
- Bathing Gel Plastic #13-01408 32 oz 8.5" tall
- Hand Wash Plastic Pump #16-01405 8 oz 7.5" tall
- Hand Wash Plastic #16-01408 32 oz 8.5" tall

BATH SALTS

- Bath Salts Glass Jar #15-01407 8 oz 3 x 3"
- Bath Salts Travel Size Organza Bag #15-01410 1.5oz 2.5 x 1.75"
- Bath Salts Refill #15-01411 32 oz 2.5 x 2.5 x 4"

HAIR CARE

- Shampoo Plastic Pump #11-01421 8 oz 7.5" tall
- Conditioner Plastic Pump #11-01422 8 oz 7.5" tall



distinctive

HOME FRAGRANCE

- Boxed Candle #18-01413 12 oz 3.25" x 3.25"
- Room Spray #18-01415 4 oz "7" tall
- Reed Diffuser #18-01416 6 oz 3.25 x 3.25"

TRAYS

The finishing touch to your display, and to sell to your customers with a grouping of our beautiful products.



Scalloped Vanity Tray 13.5 x 6.75" 22-01001

be inspired

by the iconic Body Cream Jar with Silver Lid; an instant keepsake when given as a gift, and made even more special when engraved. The lid is nickel plated to prevent tarnishing, and the delicate pattern is a Lady Primrose exclusive, patterned after an antique lid found on a "treasure" hunt by our founding owners.



LIP FULL-FILL

If you try it, you love it! And we're so excited to introduce the same product in a new black tube! (Gentlemen will love having this option.)

It's full of extracts to soothe and soften, and with 30 days straight use, plumps lips and reduces fine lines.

Lip Full-Fill Moisturizing Balm - Pink 11-01303
Lip Full-Fill Moisturizing Balm - Black 11-01303B



be inspired

by attention to detail in our candles. That's the hallmark of a Lady Primrose candle and our experienced staff take great pride in pouring and finishing these candles.

Individually hand-poured and finished in our facility with the utmost care by our very own candlemakers (we all love candle-making day!).

Fragrance-infused. That means there is fragrance all the way through the wax, not just the top layer. So you'll enjoy the same perfume quality scent from first light to last.



Little Primrose®

Little Primrose fragrance is an absolute delight for the little ones. Special and sweet, this scent embodies a delicate blend of tiny blossoms, soft citrus and leafy greens.



Little Primrose Set 2 oz 19-00100 set has a shampoo, baby wash and baby balm in an organza bag

Why

Lady Primrose®

FRAGRANCE FORWARD | CLASSIC STYLE



Luxurious excellence, exquisite fragrances and a reminiscent, regal, timeless style appreciated and continually coveted by an incredibly loyal customer base.

As we celebrate our story and offerings, we prioritize and are committed to our customers' elevated expectations. OUR customers are YOUR customers, they expect the best and deserve the best! Our goal is to collaborate with you to provide the best product and service available to ensure your customers come to you requesting Lady Primrose!

10 REASONS EVERYONE LOVES LADY PRIMROSE!

1. We're Unique There is nothing else quite like Lady Primrose as we offer exquisite fragrance collections in custom designed, styled glassware to hand-poured pedestal candles.

2. Legacy of Luxury Perfumes, body creams, dusting silk powders, hand-poured soaps and candles have been staples in our luxurious product portfolio for years. Cherished and iconic. Our body creams and dusting silks are presented in unique Victorian era inspired jars and shaker glassware exclusive only to Lady Primrose. They make a stunning display with their nickel-plated, tarnish free lids.

3. Refillable Lady Primrose was one of the first bath and beauty lines to embrace refillable designs. Once empty, our crystal and glassware can be refilled with a variety of product options, including lotions, bath gels and talc-free powders.

4. Reusable A gift within a gift! Many of our items are cherished by customers not only for the luxurious product inside, but for personal and sentimental use after the product is enjoyed! Customers can either refill with product or use the glassware for other items such as jewelry or sentimental treasures.

5. It's personal Engraved gifts add that special touch ensuring a more personal and meaningful keepsake. Many of our products are engravable, making them a one-of-a-kind gift.

6. Hand-poured soaps and candles A hallmark of Lady Primrose, our cream soaps continue to be hand-poured and our fragrance-infused candles (that means there is fragrance all the way through the wax, not just the top layer) are poured in-house everyday by our very own candle makers.

7. Exceptional Customer Service From free testers, printed and online sales guidance and a commitment to fast shipping, we strive to provide a "personal touch" approach style of support. You'll love being a part of the Lady Primrose family.

8. International Lady Primrose products are found in 5-star luxury hotels and resorts around the world, building our brand equity, reputation and recognition.

9. We are your partner, period. Under our new ownership, we've deployed a first-time marketing footprint to build more brand awareness via social media, e-blasts and ad campaign! Keep an eye out for our new print ad running in **Harper's Bazaar**® this fall, September issue, 2021!

10. And then there's You! We are proud to be a part of beautiful and unique stores like yours, and partner with retailers like you, bringing luxury and timeless beauty to your customers!

Contact us here :

Lady Primrose®
FRAGRANCE FORWARD | CLASSIC STYLE
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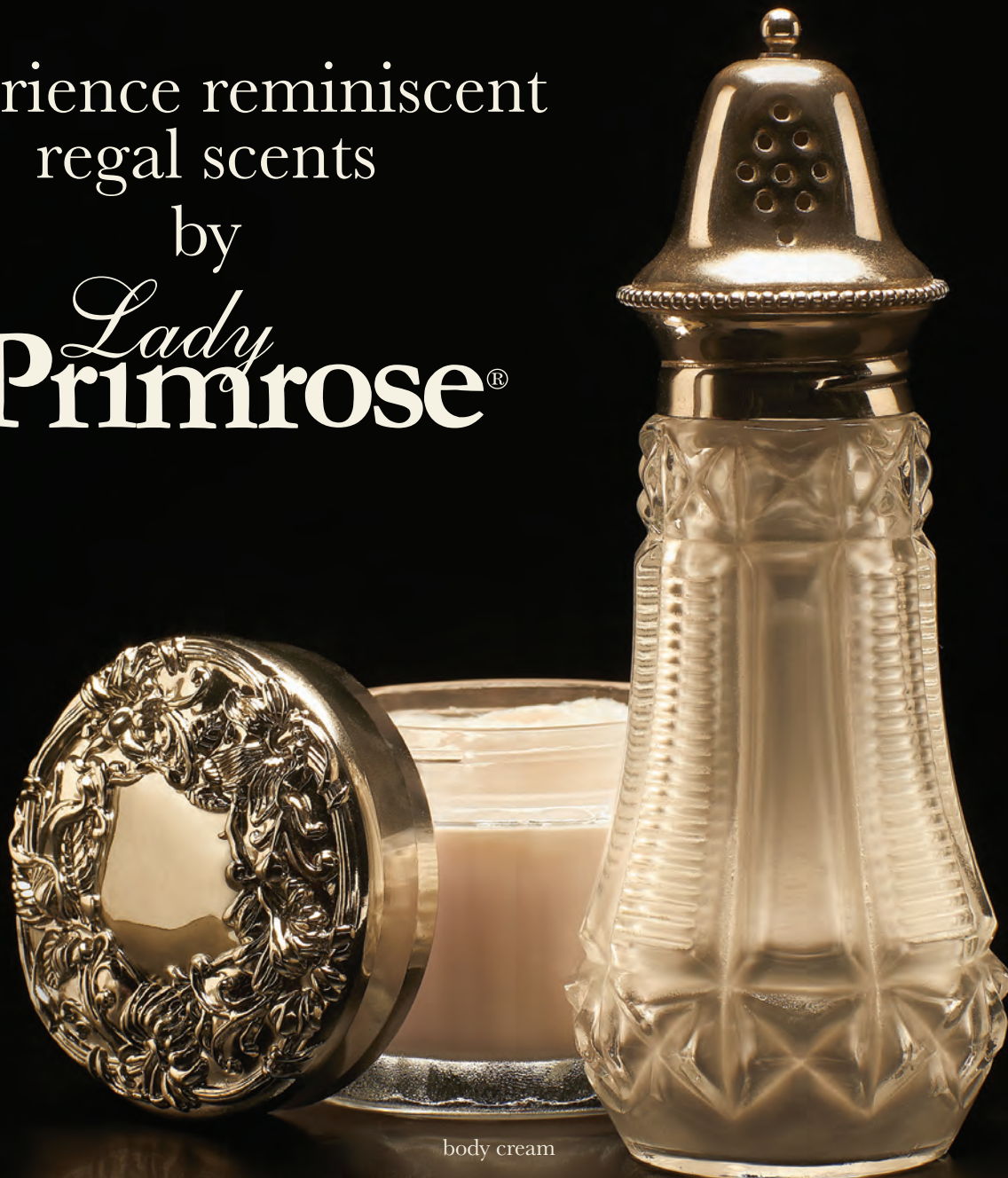


Scan with your phone to visit www.lpretail.com for easy ordering and all the latest info.

Luxurious fragrances.

Experience reminiscent
regal scents

by
Lady
Primrose[®]



body cream

dusting silk powder

Luxury fragrances available in eau de parfum, body creams, dusting silks, lotion, bath gel, hand-poured cream soaps, candles and more.

Introducing Lady Primrose Home offered in all of our fragrant profiles including a new home fragrance scent, Primrose 1677.

Our fragrance collections include: Royal Extract, Tryst, Momentous, Celadon, Necture, Blue Agave and Little Primrose.

ladyprimrose.com

Available online and in-store at Stanley Korshak
and other fine retailers

*all dusting silk powders now talc-free

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