



LAUNCH SEPTEMBER 2024

concept with 8 skus:
4 x 100 ml Diffuser
4 x 140 g Candle

DISCOVER WE ARE:

ipuro

Klaar om je omgeving geuren te laten ontdekken die je persoonlijkheid vertegenwoordigen en bijdragen aan een positieve wereld? Ontdek re:new, re:born, re:fresh en re:mind - waar geur en doel elkaar ontmoeten en elke geur een verhaal vertelt over duurzaamheid en upcycling.





COLLECTION HIGHLIGHTS

- **Upcycling als USP: parfum met een upcycled geur-ingrediënt**
- **Reed Diffuser zonder alcohol: DPM in plaats van ethanol**
- Kaars met plantaardige was: 50% gemaakt van plantaardige was
- Vegan formule
- Producten niet op dieren getest
- Made in Europe

re:new

we **are: new** - a new generation that wants to make this world a better place.
We rewrite and **renew** the rules.

FROM WASTE TO SCENT

we geven onverkochte bloemen van markten die niemand wilde kopen een tweede kans in de vorm van een nieuwe mooie geur

ORNAMENTAL FLOWERS



JASMINE

Upcycled Flowers

INGREDIENTS FROM BY-PRODUCTS: THE FLOWER INDUSTRY

- In India 95% of the flowers are used for ornamental or religious ceremonies, so, at the end of the day, when sacred flowers remain unsold at the flowers markets, and are due to be thrown away, Jasmine Concrete EPL purchases them. This strategy is perfectly integrated into local traditions: Jasmine Concrete's sourcing strategy helps to ensure flowers do not go to waste, growers still receive a return on what they have sourced, and flowers are not thrown away.



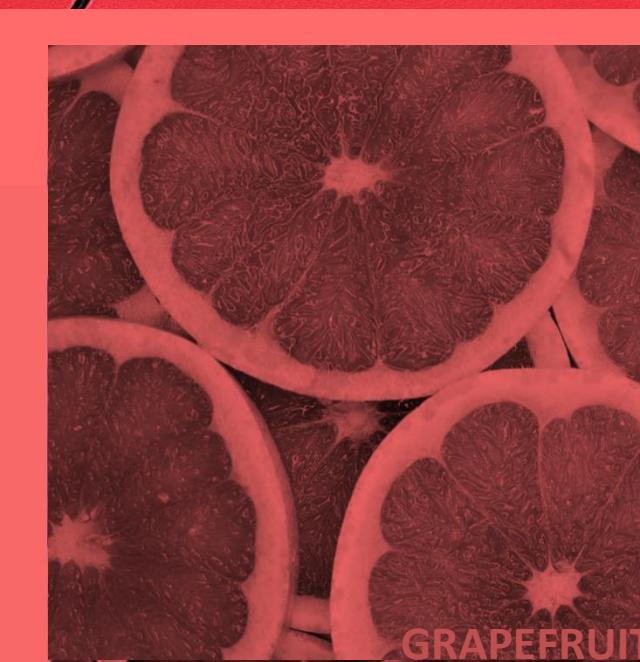
ipuro

re:mind

we are: **mind** – of a whole generation. We define each other by our personalities, passion and values and **remind** each other how fabulous we are.

FROM WASTE TO SCENT

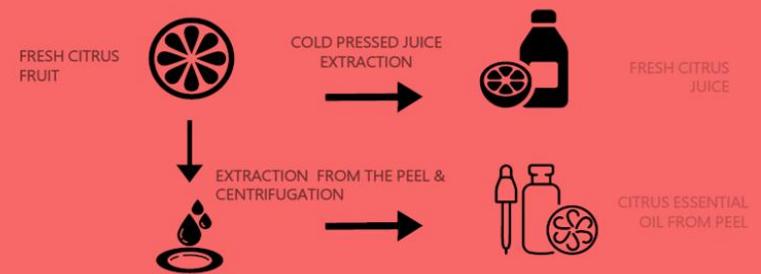
We do not **mind** to use by-products of grapefruit production, which is much too good to be thrown away as they can form that beautiful heart of our tutti-fruity notes.



Upcycled Citruses: Cold Pressed Juice

INGREDIENTS FROM BY-PRODUCTS: COLD PRESSED JUICE INDUSTRY

- For citrus fruits, both the juice and the peel serve as critical sources for natural extracts that deliver olfaction and taste experiences. Our citrus oils are the byproducts of the fresh juice industry, extracted from the zest of the fruits being processed using a cold pressed technique.
- The resulting juice is filtered for the juice industry, and the oil, separated through centrifugation, is utilized by the fragrance & flavors industry.



re:mind

with upcycled
grapefruit

vegan

50% veggie
wax candle

formula
without
alcohol

made
in Europe



room fragrance
WE ARE: ipuro re:mind 100ml
IC 6 / OC 6
IWA1002 / IWA2002

scented candle
WE ARE: ipuro re:mind 140g
IC 6 / OC 6
IWA1202 / IWA2202

TOP
APRICOT, MANGO, RHUBARB,
GRAPEFRUIT
HEART
FRUITY, NEROLI, WATERY
FOND
VANILLA, MUSKY, COCONUT

ipuro

re:born

we are: born – all as individuals.

We want to be real and true, core of our identity is diversity and inclusivity.



FROM WASTE TO SCENT

We chose spice seeds that were rejected from spice markets because of their unusual or imperfect look - let's say they were **reborn** for our fragrances.



Upcycled Cardamom

INGREDIENTS FROM BY-PRODUCTS: THE SPICE INDUSTRY

- Cardamom is most commonly sold as a whole pod at spice markets around the world. However, some seeds are "rejected", those in particular that are not suitable for this route of sale based on visual quality or other irregular features. These pods remain just as interesting for their olfactive qualities as the rest, so we purchase them, avoiding waste, and begin their new complex and beautiful olfactive journey.



re:born

with upcycled
cardamom

vegan

50% veggie
wax candle

formula
without
alcohol

made in
Europe



room fragrance
WE ARE: ipuro re:born 100ml
IC 6 / OC 6
IWA1000 / IWA2000

scented candle
WE ARE: ipuro re:born 140g
IC 6 / OC 6
IWA1200 / IWA2200

TOP
CITRUS, ORANGE, APPLE,
AROMATIC
HEART
CARDAMOM, CLOVE,
DRIED FRUITS, RED BERRIES
FOND
PRALINE, VANILLA, CINNAMON

ipuro

re:fresh

we **are: fresh** – fresh hearts & open minds lead us to new and **refreshed** strategies - reuseability and recycleability is key.

FROM WASTE TO SCENT

We give our fragrance that special **freshness** with lemon peel that remains as a side product from the juice industry.



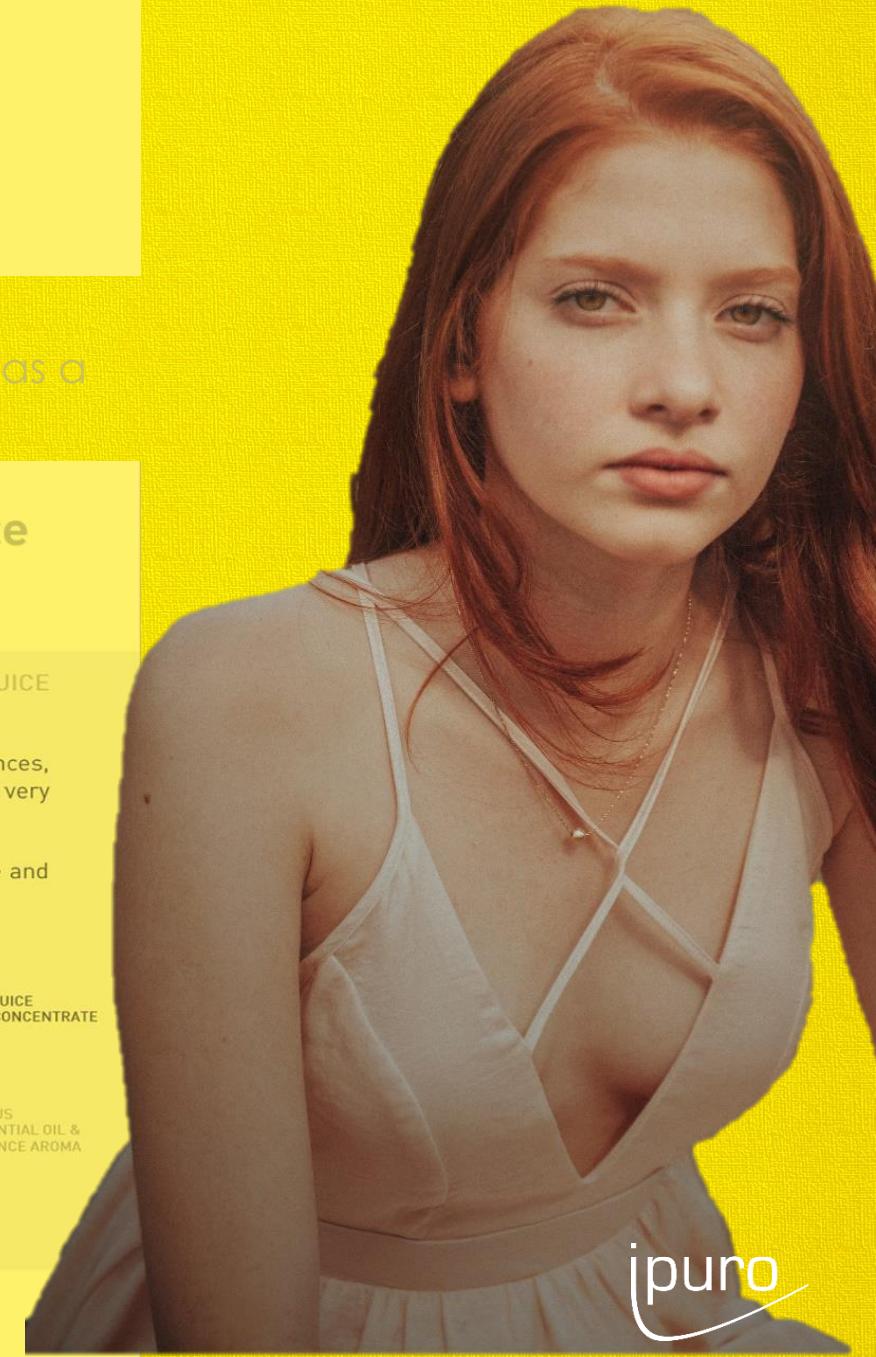
Upcycled Citruses: Citrus Essence

INGREDIENTS FROM BY-PRODUCTS: CITRUS ESSENCE FROM JUICE INDUSTRY

- When large quantities of fresh juice need to be shipped long distances, a concentrate of the juice is prepared. The water is extracted and a very small quantity of oil, with exceptional quality, is collected.
- As this material comes from the juice it has a very special profile and plays a very important role in Flavors and Fragrance formulations.



CITRUS



ipuro

re:fresh

with upcycled
lemon

vegan

50% veggie
wax candle

formula
without
alcohol

made in
Europe



room fragrance
WE ARE: ipuro re:fresh 100ml
IC 6 / OC 6
IWA1001 / IWA2001



scented candle
WE ARE: ipuro re:fresh 140g
IC 6 / OC 6
IWA1201 / IWA2201

TOP
CITRUS, LEMON, MANDARIN
HEART
FLORAL, FRUITY
LILY OF THE VALLEY
FOND
WOODY, MUSKY
AMBER, CEDARWOOD



ipuro

WE ARE.

ipuro

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