

## FRAGRANTICA

Art Books Events

**Pour Le Monde Natural Perfumes**

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By: **Olga Ivanova & Zoran Cerar****ELEMENTS NEW YORK**

NEW YORK PERFUME SHOW

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It was a real pleasure to meet Wendi Berger from **Pour Le Monde** at the **Elements Showcase**. Her story is as natural as her products, and the difference is that she is still in shock about hitting the nerve of what is needed and the instant success which lined up enthusiastic customers and the public's attention. She soon realized that natural perfumes are not a luxury anymore, but a necessity for all who want to be safe about what they consume, especially in cases of pregnancies or potential negative health reactions.

"We don't use absolutes, petrochemicals, synthetic fragrances, dyes, and alcohol. We don't do animal testing and we don't use animal products in our perfumes."

Her lifelong obsession with mixing scents from age of nine became reality when she became pregnant. She learned from the Campaign for Safe Cosmetics about the need for safe, but also socially responsible fragrances. Along with the development of three poetic 100% natural eau de parfums she acquired for her blends certifications by the Natural Products Association, Peta, The Forest Stewardship Council, Leaping Bunny, and Vegan Certification.



The three fragrances were developed over almost three years and were launched in 2013:

**Empower** embodies brightness and optimism. Once the top refreshes with Persian lime, Italian bergamot, Brazilian orange, Florida grapefruit, the chatty middle tones of Cassis, Basil and Lemongrass bring a lot of individually to the composition. The unusually soft Indonesian patchouli and warm Cedar wood give this fragrance solidity. 10% of the net sales of EMPOWER will benefit Guiding Eyes for the Blind.

**Envision** comes with a generous and rich dry down and tells the story of being daring, wise and knowing when to let your guard down. The refined mix of woods absorbs this composition and gives it a pleasant swirl. Pink peppercorn keeps its proactive, seductive nature intact. 10% of the net sales of ENVISION benefits the National Multiple Sclerosis Society.



**Together** is the more intimate and trust-evoking fragrance. The white flowers Jasmine, Violet, Freesia, Lilac are truly elegantly orchestrated here and steal the show away both from the top notes and the patchouli and woody base. There really is something angelic about these perfumes. And again, 10% of the net sales of TOGETHER benefits the Cancer Support Community.

All three perfumes are absolutely different, which means you will find yours: floral and sensual, or spicy-woody-oriental, or you may like fresh and green notes. Either way, enjoy your perfume and stay healthy!

Photos from the Elements by Elena Knezhevich



**Zoran Cerar** - Hieronimuss loves delicate and natural fragrances since his childhood. He is also an incurable astrology addict since 1984.

With his astrological insight, he helped many restless souls with advice related to personal growth, relationships, and career choices. He holds a PhD in German Literature and teaches at a few colleges in New York. His web site [astroknowlogy.com](http://astroknowlogy.com) is a portal for sharing astrological experiences and knowledge, and here he offers his astrological readings and reports.

**Olga Ivanova** (Ikebanova) has Master's Degrees in Horticulture and Biology. She is a floral designer and a passionate believer in the Power of Nature. She loves natural perfumes, sustainable and holistic living, aromatherapy, photography and dancing. Olga works as a childbirth educator, breastfeeding counselor and postpartum doula in New York.