



FARAH
Z U L A I K H A

EAU DE PARFUM

**FATED TO BE
FEARLESS**





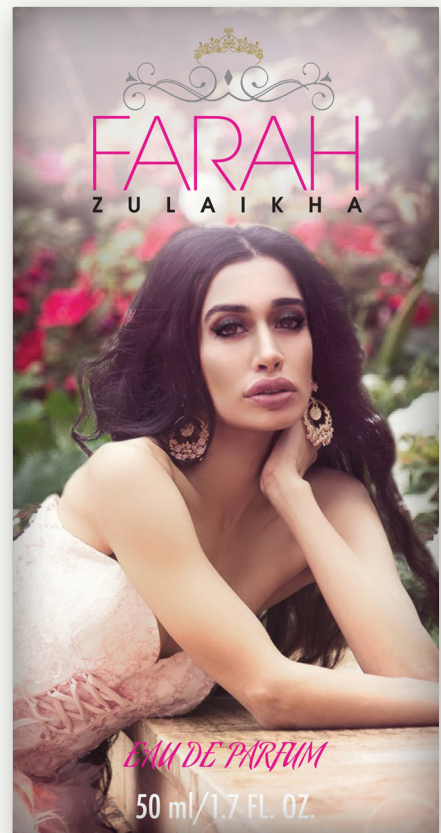
Farah Fragrance

FARAH ZULAIKHA is a NYC-based, world-recognized model, philanthropist and humanitarian. Farah discovered a new way to empower, educate and give with the introduction of her namesake scent.

Developed in partnership with **Scent Marketing Inc.** and **IFF** The FARAH Fragrance awakens a sense of instant confidence and provokes a desire to stand taller and hold your head higher while enjoying a sense of self-reliance and inner strength.



Eau De Parfum 1.7 fl oz / 50 ml



FARAH FRAGRANCE

This daring
fragrance
envelops with:

Tiare flower, gardenia,
patchouli heart,
purple plum, tonka
bean, liquid amber,
sandalwood, sensuous
for a truly uplifting
experience.



TIARE FLOWER



GARDENIA



PATCHOULI
HEART



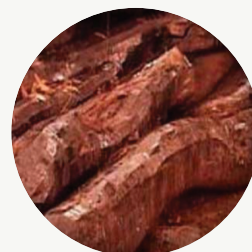
PURPLE PLUM



TONKA BEAN



LIQUID AMBER



SANDALWOOD



EAU DE PARFUM

Fragrance creation
in partnership with
Scent Marketing inc.
and IFF senior perfumer
Laurent Le Guernek

LAURENT
LE GUERNEC
IFF, Senior Perfumer



LAURENT LE GUERNEC was born in Paris, but raised in Grasse, France, a small town near the French Riviera. He attended the renowned ISIPCA perfumery school, and worked for Laboratoire Monique Rémy in Grasse.

Laurent has worked at International Flavors & Fragrances since 2002 and has developed some of the world's bestselling fragrances.

CAROLINE
FABRIGAS
CEO, Scent Marketing Inc



SCENT MARKETING INC. is a full service Scent and Sensory Marketing company that is a leading authority in the art and science of Scent Branding and aromacology. We utilized our unique brand DNA assessment process to capture the essence of the Farah Fragrance brand. When art and science join the power of scent to influence our emotions and empower our souls is undeniable. It has been an honor to help capture and translate Farah's unique vision and compelling mission into a masterful fragrance.

FARAH FRAGRANCE

Core values

Farah Fragrance core values were analyzed and assessed by the IFF ScentEmotions tool to accurately capture the emotions with aroma.

DARING

BRAVERY

COURAGE

INSTANT CONFIDENCE

SELF-RELIANCE

INNER STRENGTH



ScentEmotions™

Multisensorial decode of fragrance & ingredients

Unique IFF approach — proprietary consumer protocol.

Associations of fragrances and ingredients into colors, moods, textures.

Brings to light cultural and regional specificities in olfactive connotations.



EAU DE PARFUM

FARAH FRAGRANCE

Clean fragrance ethos

Our exclusive scent formulations are clean and exclude all potentially harmful ingredients.

Paraben-free, synthetic-fragrance-free, vegan, cruelty-free, phthalate-free, petroleum free.

This means minimizing skin irritants and no unnecessary additives—better for the planet and better for you.





EAU DE PARFUM

FARAH FRAGRANCE

Clean fragrance ethos

And because, like you, we care about our planet, we coordinate with the industry regulatory organizations such as **IFRA** and **RIFM** to ensure all our ingredients are responsibly sourced.



THE INTERNATIONAL
FRAGRANCE ASSOCIATION

IFRA is also at the origin of a Code of Good Practice for Manufacturers and standards for the use of fragrance ingredients, with three types of self-regulation.



The RIFM Database is the most comprehensive, worldwide source of toxicology data, literature and general information on fragrance and flavor raw materials.


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FARAH FRAGRANCE

Fragrance application tips:

**APPLY A LIGHT SPRAY
ONTO PULSE POINTS.**

Start at your ankles,
behind knees, inner wrists
and neck to let the
fragrance rise and shine
as the powerful woman
you are.





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EAU DE PARFUM

CONTACT:

FARAHZULAIKHA.COM