

FOR IMMEDIATE RELEASE

For Further Information Contact

Miriam Vareldzis - Founder/Creative Director

Palette Naturals®

miriam@palettenaturals.com

503-860-3112 / <http://www.palettenaturals.com>

Palette Naturals® to launch at the SCC Suppliers Day Exhibition, Long Beach, CA on October 25, 2017 with a curated collection of 100% natural perfumery blending accords, in strict compliance with the ISO 9235 definition of aromatic natural raw materials.

Fragrance industry veteran, Miriam Vareldzis, brings fully transparent ingredient disclosure to the world of natural beauty.

Dateline: PORTLAND, OR., October _____, 2017: **Palette Naturals**, in response to a changing industry, is introducing a line of 100% natural perfumery blending accords that meet the needs of product developers across multiple categories. Providing transparent ingredient lists, high-quality natural raw materials, truthful claims, and low minimums, formulators and marketers now have a natural fragrance source that easily allows them full disclosure on their ingredient listings.

“Consumers, concerned with the health and safety of themselves and their families, are demanding natural products with truthful ingredient transparency. Fragrance formulas have traditionally been protected as intellectual property trade secrets. However, in this new market, brands who want to build loyalty & trust are choosing to no longer hide their ingredients behind the protective “fragrance” or “parfum” label. Ingredient transparency strengthens brands’ relationship with their customers, and ultimately their bottom lines”, states Miriam Vareldzis, Founder and Creative Director of **Palette Naturals**.

The company is launching with 14 natural accords created by olfactive family, for use by formulators, chemists, beauty executives / entrepreneurs, and of course, perfumers - industry to indie. All accords are in strict compliance with the ISO 9235 definition of aromatic natural raw materials.

Vareldzis indicates that *“**Palette Naturals** provides the building blocks for the creation of more complex natural blends - streamlining the ‘perfume architecture’ in support of unlimited compositions, excellence and creativity. Through unique, beautiful and harmonious accords, brands can better create their individual signatures and position themselves apart from the crowd.”*

In addition, **Palette Naturals** offers expertise, guidance and education, balancing their product offering with the reality of global regulations and partnering with customers for long-term, world-wide success.

About Miriam Vareldzis:

During her 25+ year perfumery career, Miriam has been guided by olfactive mentors, trained to smell by world class perfumers, worked behind the scenes at global fragrance houses, and developed fragrances for international beauty brands and celebrities. Designing the master-class, ‘*The Art & Poetry of Perfumery*’, Miriam trained aspiring noses and seasoned professionals. Along the way she took a turn formulating her own line - **40notes Perfume™** - an award-winning collection. She is now dedicated to bringing 100% natural perfumery with ingredient transparency to the world of beauty.

For more information, please visit the **Palette Naturals** website: <http://www.palettenaturals.com>, or contact Miriam Vareldzis at 503-860-3112/miriam@palettenaturals.com

Palette Naturals® and **40notes Perfume™**, and their respective logos are registered trademarks or trademarks of **40notes LLC**. All **Palette Naturals/40notes Perfume** product names and other brand names mentioned herein are trademarks or registered trademarks of **40notes, LLC**. All other company / product names may be trademarks or service marks of their respective owners.