



# Camille Le Feuivre

CEO



By I Feel Good event

CAMILLE, TELL US ABOUT YOURSELF AND TELL US BRIEFLY ABOUT YOUR BACKGROUND?

I worked for more than 15 years in the perfume creation industry including more than 10 years for the world leader GIVAUDAN in perfume strategy. I was lucky to accompany the launch of more than 500 products on the market.

WHAT IS PH FRAGRANCES ?

pH fragrances is the creation of a whole new generation of perfumed products: the 1st brand of Premium, Clean (Beauty & Home) scented products, ecological, with products that smell divinely good and made in France.

WHAT MAKES PH FRAGRANCES SO UNIQUE?

8 differentiation points: Perfumes, detergents, candles, perfume sticks, shower gels, creams and deodorants.

**1 / Biodegradable and natural formulations:**

Biodegradable: Biodegradable perfume, Biodegradable detergent. Candles: natural, Deodorant, shower gel, cream: natural.

**2/ Clean formulation:**

Over 100 controversial ingredients in addition to European regulations have been banned on all of our product categories. 2 years of R&D.

**3/ Clean label labelling:**

Without labelling of risk phrases and pictograms, "may cause harmful long-term effects", "dangerous for aquatic organisms" = First brand with this innovation on the Home Care market.

**4/ Premium perfumes:**

Exceptional perfumes. The fragrances were created by the greatest perfumers in the world. The finest qualities of naturalness and Givaudan's Orpur® (ultimate luxury).

#### 5/ Ethical & Responsible Sourcing:

Ingredients sourced ethically and responsibly (Orpur® from Givaudan), with a program to help communities that collect ingredients worldwide and our ingredients are respectful of the environment and human health.

#### 6/ Durable:

We don't have any over-packaging or plastic in our packaging.

#### 7/ Production:

Local: We have 20 French partners and responsible producers. Everything is done in France.

Responsible production: There is only one perfumed oil across all our product categories = a world first.

#### 8/ Circular economy:

All our packaging is 100% recyclable. Our shower gel and cream packaging is 100% recyclable and made from recycled materials....

Our deodorant arrives in recyclable and refillable glass packaging.

GIVE 3 ADJECTIVES THAT DESCRIBE PH FRAGRANCES THE BEST?

CLEAN BEAUTY & HOME, PREMIUM, NATURAL.

TELL US ABOUT THE INGREDIENTS YOU USE?

**Clean Formulation:** Over 100 controversial ingredients in addition to European regulations have been banned on all of our product categories. 2 years of R&D.

Ingredients sourced ethically and responsibly (Orpur® from Givaudan), with a program to help communities that collect ingredients globally, and our ingredients are respectful of the environment and human health.

**Natural ingredients:** The best qualities of natural ingredients have been selected from all of our formulas.

WHY DID YOU GET INVOLVED IN THE PERFUME INDUSTRY?

I have accompanied the launch of more than 500 products on the market in my career and I told myself that we could do better and do it differently. Not finding a Clean brand in Beauty & Home, that also has quality, I simply decided to create my brand pH fragrances.

I am passionate about the world of perfume and I have used the creation of my brand and over 15 years of expertise and experience in the world of perfume creation.

## WHAT IS PH FRAGRANCES DNA?

We are very committed to health. As a precaution, we have banned controversial ingredients. No controversial ingredients, no cumulative gestures, no exposome, which is the main problem reported by most great researchers. We provide a solution to this problem, thanks to more than 2 years of R&D on our products. We are very committed to solving the major health, ecological and societal challenges of tomorrow.

## HOW MANY RANGES DO YOU HAVE?

We have a wide range:

Perfumes: 8 eau de parfum 100 ml, 15 ml.

Beauty: Shower gel, deodorant, cream.

Home care: 8 Candles, 8 Detergents, 8 Perfume sticks.

## DO YOU THINK THAT SMELL HAS AN IMPACT ON OUR EMOTIONS AND OUR LIFE IN GENERAL?

Yes absolutely, the olfactory is at the center of our emotions, since already ,anatomically speaking, the limbic system, the olfactory system, is the centre of deep memory, the one that connects you to your deepest and most intense memories. The scent and the power of emotions, everything is magic.

## HOW WOULD YOU DEFINE CLEAN BEAUTY?

Clean beauty is a total commitment to health and the environment.

Clean beauty is the answer to a strong consumer expectation not to have controversial ingredients. It's a real health issue. Clean beauty is the market of tomorrow.

## IF YOU WERE A SCENT, WHICH ONE WOULD YOU BE?

Jasmine. I love its sweet, capitulous, flowery, bewitching, magical smell!

You will find Camille at **stand 110 at I Feel Good event**, Espace Champerret  
Paris, the 04 & 05 November 2020



[www.phfragrances.com](http://www.phfragrances.com)

[info@phfragrances.com](mailto:info@phfragrances.com)

