

PRESS KIT

FRAGRANCE FLUSH™

The Before Collection

Monaco Mint · FF

Luxury Pre-Toilet Aroma Therapy

The Wellness Protocol of Royalty. Now Yours.



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01 — BRAND OVERVIEW

Fragrance Flush™

Fragrance Flush™ is the world's first Luxury Pre-Toilet Aroma Therapy brand. Born from decades of royal wellness practice and powered by the Heavenpathic® Aroma Therapy Proprietary Blend, the brand exists to solve a problem that affects virtually every human being on earth — yet has never been addressed at the level of quality and therapeutic intentionality it deserves.

The problem is simple: the private bathroom moment is one of the most anxiety-producing experiences in daily life for the majority of adults. In the home of a partner. At a luxury hotel. At a dinner party. In a colleague's residence. The physiological anxiety response is real, measurable, and entirely amenable to therapeutic intervention. Fragrance Flush™ is that intervention.

One refined spritz into the toilet bowl before use activates the Heavenpathic® blend, which rises as a concentrated therapeutic vapor, calms the nervous system through the olfactory-limbic pathway, and creates an invisible aromatic barrier that eliminates odor before it begins. The result is what every person deserves in their most private moment: absolute calm, complete confidence, and total peace.

■ *"The most private moment deserves the most profound care."*

Brand Values

- Luxury without apology — the finest ingredients, the most distinguished presentation, the highest standard of therapeutic efficacy
- Therapeutic authenticity — every ingredient chosen for clinical and therapeutic purpose, not merely for fragrance
- Privacy as dignity — the radical belief that the most private moments of human experience deserve the most elevated care
- Mission over marketing — a genuine commitment to reducing anxiety and creating peace for every person the brand reaches

Brand Identity

Category	Luxury Wellness / Personal Care
Price Tier	Ultra-Premium (\$223 — \$295)
Target Consumer	Affluent wellness-oriented adults, luxury lifestyle consumers, spa and hospitality guests
Retail Channels	Luxury department stores, boutique wellness retail, five-star hospitality, luxury bathroom showrooms, DTC
Trademarks	Heavenpathic® (registered) · Fragrance Flush™ · The Before Collection™ · The Before Ritual™

02 — THE PRODUCTS — THE BEFORE COLLECTION

The Before Collection is a two-expression line of Luxury Pre-Toilet Aroma Therapy sprays. Each expression is housed in a distinctive hand-crafted vessel and powered by the Heavenpathic® Aroma Therapy Proprietary Blend. Together they form a complete morning-to-evening wellness arc — the first of its kind in the luxury personal care category.



Monaco Mint — The Morning Expression

Retail Price	\$223 USD · 50ml
Vessel	Frosted sky-blue glass · Cylindrical form · Gold cap · Gold FF monogram
Presentation	Pale blue rigid box · Cream silk interior · Gold FF monogram on lid
Scent Profile	Bahia Beach Berries · Kauai Lavender Oil · Heavenpathic® Frankincense
Mood	Fresh · Bright · Calming · Morning
Therapeutic Profile	Nervous system regulation · Cortisol reduction · Anxiety dissolution · Odor elimination

FF — The Evening Expression

Retail Price	\$295 USD · 50ml
Vessel	Midnight navy faceted glass globe · Gold hardware · Gold FF monogram crest
Presentation	Midnight navy rigid box · Black silk interior · Gold FF monogram on lid
Scent Profile	Deep resinous botanicals · Heavenpathic® Proprietary Blend

Mood	Deep · Grounding · Restorative · Evening
Therapeutic Profile	Deep calm induction · Nervous system restoration · Anti-anxiety · Odor elimination

The Before Collection Gift Set

Both expressions together — Monaco Mint and FF in their individual presentation boxes — available as a unified gift set at \$450. The most complete luxury wellness gifting offering in the personal care category.

03 — THE BEFORE RITUAL™

Three Movements. One Morning. Total Peace.

The Before Ritual™ is the proprietary three-step morning wellness protocol that transforms Fragrance Flush™ from a single-use product into a complete therapeutic experience. It is the instruction set that elevates a purchase into a practice — and a practice into a daily ritual of genuine therapeutic value.

I · The Before — Spray · Calm · Prepare

Spray Fragrance Flush™ directly into the bowl before use. The Heavenpathic® Aroma Therapy Proprietary Blend activates on contact with water, creating a concentrated aromatic vapor that rises directly toward the user. Through the olfactory-limbic pathway, the blend reaches the brain's emotional regulation center within moments. Cortisol drops. Heart rate softens. The grip of anxiety releases. Odor is eliminated before it begins.

II · The During — Breathe · Release · Be Still

Seated above the activated blend, the user receives the Heavenpathic® formula at closer proximity than any room diffuser can achieve. The continuous vapor delivers Frankincense, Rose, Ylang Ylang, and Saffron in a sustained, concentrated therapeutic session. This is not ambient fragrance — it is targeted aromatherapy at the moment of greatest nervous system need.

III · The After — Three Sprays · Enter the Steam · Complete the Session

Before stepping away — spray three times into the bowl, then step directly into the shower. The rising steam merges with the active Heavenpathic® vapor, transforming the entire bathroom into a personal therapeutic steam sanctuary. Warm moisture carries the aromatic molecules deeper into the respiratory system, extending and deepening the therapeutic effects of Steps I and II. The user steps out carrying absolute calm, complete confidence, and total peace.

■ *"One bottle. Three movements. Every morning."*

The Before Ritual™ protocol card — a beautifully produced card-stock guide featuring the three steps in the brand's gold-on-cream design language — is included with every bottle and available for hotel counter display and retail point-of-sale presentation.

04 — THE HEAVENPATHIC® AROMA THERAPY PROPRIETARY BLEND

The Proprietary Formula

The Heavenpathic® Aroma Therapy Proprietary Blend is the therapeutic heart of every Fragrance Flush™ product. It is not a fragrance composition. It is a therapeutic formula — each ingredient selected for its specific, documented effects on the human nervous system, its therapeutic synergy with the other ingredients, and its contribution to the complete sensory and therapeutic experience of The Before Ritual™.

Frankincense — The Sacred Anchor

Used in royal and spiritual wellness ceremonies across every major ancient civilization, Frankincense grounds the nervous system, anchors the mind in present-moment awareness, and induces alpha brain waves associated with relaxed, alert calm. It is the therapeutic foundation upon which the entire blend rests.

Rose — The Heart Opener

The most complex fragrance molecule in nature, containing over three hundred distinct aromatic compounds. Rose reduces anxiety, promotes feelings of safety and warmth, and regulates heart rate variability — one of the body's most sensitive indicators of nervous system balance. It dissolves the contracted self-consciousness of social anxiety and replaces it with ease.

Ylang Ylang — The Anxiety Dissolver

Among the most pharmacologically potent of all aromatherapeutic substances. Ylang Ylang produces documented reductions in blood pressure, heart rate, and cortisol — the three primary physiological markers of the acute anxiety response. It is the most targeted anti-anxiety ingredient in the blend, addressing the specific physiological signature of before-toilet anxiety directly and rapidly.

Saffron — The Rarest Gift

The most precious spice on earth, included at a level that signals both therapeutic intention and luxury positioning. Research into saffron's aromatic compounds has revealed properties that parallel pharmaceutical anxiolytics — without dependency profiles or side effects. Warm, complex, slightly honeyed, and unmistakably precious — it is the ingredient that elevates the formula from excellent to extraordinary.

“Each ingredient was chosen because it heals. The beauty is the gift the healing wears.”

05 — MARKET OPPORTUNITY

The Category We Created

Fragrance Flush™ occupies a product category that did not exist at this level of quality and therapeutic intentionality before The Before Collection was created. Pre-toilet sprays have existed. Luxury wellness products have existed. The intersection of the two — a product that is simultaneously a genuine therapeutic intervention and a genuinely distinguished luxury object — is entirely new.

\$6.3T Global Wellness Market 2024	\$375M+ Pre-Toilet Spray Category (Poo-Pourri exit)
8.4% Luxury Personal Care CAGR 2024–2030	40%+ Anxiety Prevalence of adults globally

The pre-toilet spray category was proven viable and scalable by Poo-Pourri, which exited at a reported \$375M after building a mass-market brand around humor and function. Fragrance Flush™ enters that proven category from the opposite end — luxury, therapeutic, and positioned for the consumer who expects the finest things as a baseline, not an aspiration.

The luxury personal care market is one of the fastest-growing segments in consumer goods, driven by increasing consumer willingness to invest in private wellness rituals and the growing understanding that personal care is an expression of self-worth. Fragrance Flush™ sits precisely at this intersection.

Competitive Landscape

Poo-Pourri	Luxury Candle/Diffuser Brands	Fragrance Flush™
Mass market · Humor positioning · \$12–18 price point · No therapeutic story	Adjacent wellness category · No toilet-specific application · No pre-use protocol	Ultra-luxury · Therapeutic aromatherapy · \$223–\$295 · Royal wellness heritage · Complete ritual protocol · No competitor at this level

06 — RETAIL PARTNER PROGRAM

Partnership Opportunity

Fragrance Flush™ is currently establishing its inaugural luxury retail partnerships. The brand is seeking a carefully curated network of retail partners whose clientele, aesthetic standards, and commitment to excellence align with The Before Collection's positioning. We do not seek broad distribution. We seek the right partners.

Wholesale Program

- Competitive wholesale margins for luxury retail partners
- Minimum opening order of 12 units per expression
- Beautifully produced Before Ritual™ Protocol Cards included with every wholesale order for counter display
- Full brand support materials including high-resolution imagery, copy assets, and product education guides
- Staff education support available upon request
- Exclusive launch pricing available for inaugural retail partners

Target Retail Environments

- Luxury department stores — Neiman Marcus, Bergdorf Goodman, Saks Fifth Avenue, Bloomingdale's
- Luxury wellness boutiques — Goop stores, Credo Beauty, Cos Bar
- High-end bathroom showrooms — Waterworks, Kallista, Kohler Experience Centers, Ferguson Bath
- Luxury gift and specialty retail — curated gift boutiques, museum shops, members' club retail
- E-commerce luxury — Net-a-Porter, Moda Operandi, Violet Grey

Point of Sale

The Before Collection is designed to be displayed as a two-bottle set on a small luxury counter display, accompanied by The Before Ritual™ Protocol Card. The contrast between Monaco Mint's frosted blue vessel and FF's midnight navy globe creates one of the most visually compelling luxury product displays in the personal care category. The collection sells itself.

Margin Structure

Monaco Mint — Retail: \$223 | Wholesale: available upon inquiry

FF — Retail: \$295 | Wholesale: available upon inquiry

07 — HOSPITALITY PARTNER PROGRAM

The Hotel Opportunity

Every luxury hotel in the world is in the same relentless competition for the same thing: the memorable moment. The detail that earns the five-star review. The experience the guest describes to someone else. Fragrance Flush™ creates exactly that moment — in a place no hotel has ever thought to create it.

The In-Room Wellness Ritual

A bottle of Monaco Mint or FF placed on the bathroom counter of a luxury hotel suite, accompanied by The Before Ritual™ Protocol Card, transforms a standard bathroom amenity into a curated Royal Wellness experience. The guest receives the therapeutic benefits of the Heavenpathic® Proprietary Blend, the elegant visual presence of one of the most beautiful objects in the luxury personal care category, and the invitation to participate in a ritual that no other property in the world is currently offering.

This is not a toiletry amenity. It is a wellness experience amenity — and that distinction changes everything about how it is positioned, priced, and remembered.

The Steam Shower Alignment

For properties featuring premium steam shower systems, Fragrance Flush™ The After Protocol creates a direct and powerful complementary experience. Three sprays before entering the steam shower transforms the entire bathroom into a personal therapeutic steam sanctuary — activated by the hotel's own infrastructure. This is a wellness story that the property can tell, the guest can experience, and the brand can validate.

Hospitality Program Details

- Dedicated hospitality wholesale pricing for qualifying properties
- Minimum order quantities designed for property-scale procurement
- Custom Before Ritual™ Protocol Cards available with property co-branding
- In-room retail purchase option — guests who experience the product can purchase directly through the property or via [fragranceflush.com](https://www.fragranceflush.com)
- Concierge gifting program — The Before Collection Gift Set available as a premium guest gift
- Spa retail placement available alongside existing spa amenity programs

Target Properties

Four Seasons · Ritz-Carlton · St. Regis · Aman · Rosewood · Mandarin Oriental · Luxury boutique properties and independent five-star hotels · Private members' clubs with overnight accommodation · Luxury cruise lines — suite-level cabin placement · Private aviation — lavatory amenity for ultra-long-haul operators

08 — SUGGESTED RETAIL ENVIRONMENTS

Where We Belong

The Before Collection has been designed from the ground up for environments that share its commitment to excellence, its respect for the private luxury experience, and its understanding that the finest things are not a reward — they are a standard.

Tier 1 — Primary Luxury Retail

- Neiman Marcus — Beauty floor / Wellness boutique
- Bergdorf Goodman — Beauty / Gifting / 7th floor wellness
- Saks Fifth Avenue — Beauty floor / Personal care
- Net-a-Porter — Luxury wellness / Beauty edit
- Goop — Wellness / Gifting
- Violet Grey — Curated luxury beauty

Tier 2 — Luxury Bathroom Showrooms

High-end bathroom showrooms represent the most strategically aligned retail environment available to Fragrance Flush™. A customer standing in a Waterworks or Kallista showroom is already in the mindset of investing seriously in their private bathroom experience. A \$223 bottle of Monaco Mint alongside a \$5,000 faucet is not an indulgence — it is a logical extension of the investment already being made.

- Waterworks — the most prestigious bathroom fixture brand in America
- Kallista — ultra-luxury plumbing, sold through designer showrooms nationally
- Kohler Experience Centers — flagship retail showrooms in major cities
- Ferguson Bath, Kitchen & Lighting — largest luxury plumbing showroom network nationally
- Porcelanosa — Spanish luxury tile and bathroom brand with US showrooms

09 — PRESS RELEASE

FOR IMMEDIATE RELEASE

Fragrance Flush™ Introduces The Before Collection's Second Expression — FF — Completing the World's First Luxury Pre-Toilet Aroma Therapy Line

The Before Collection expands with a midnight expression designed to complete a full morning-to-evening ritual of calm, powered by the Heavenpathic® Aroma Therapy Proprietary Blend

LOS ANGELES, CA — Fragrance Flush™, the luxury wellness house behind The Before Collection, today announced the launch of FF, the second expression in its pioneering pre-toilet aroma therapy line. Following the success of its debut product, Monaco Mint, FF arrives as a deeper, more grounding evening counterpart — completing what the brand calls a full 24-hour wellness ritual built around the therapeutic power of scent.

FF is presented in a striking faceted midnight navy glass vessel with gold hardware and the brand's signature double-F monogram rendered at full scale across the bottle's face. Where Monaco Mint was created to open the day with lightness and clarity, FF was developed to close it — delivering a richer, more resonant therapeutic experience powered by the same proprietary Heavenpathic® Aroma Therapy Blend that has defined the brand since its founding.

Monaco Mint (\$223, 50ml) and FF (\$295, 50ml) are available now at [fragranceflush.com](https://www.fragranceflush.com). The Before Collection Gift Set, pairing both expressions, is available at \$450. Wholesale inquiries are open for qualified luxury retail and hospitality partners.

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10 — BRAND ASSETS & CONTACT

Let's Work Together

Available Brand Assets

- High-resolution product photography — Monaco Mint and FF individual and paired
- Campaign imagery — editorial and lifestyle photography
- Brand logo files — FF monogram in all formats (SVG, PNG, EPS)
- Before Ritual™ Protocol Card — print-ready PDF
- Brand book — full guidelines including color palette, typography, and voice
- Product one-sheet — single-page retail summary for buyer presentations
- All assets available upon request to qualified media and retail contacts

Suggested Story Angles

- The luxury wellness brand that dared to address the moment nobody talks about
- How ancient royal wellness protocols became a \$223 bottle on a Bergdorf counter
- The Before Ritual™ — how a three-step morning protocol is redefining luxury personal care
- FF — why the most powerful luxury product of the year has only two letters for a name
- The science of before-toilet anxiety — and why therapeutic aromatherapy is the answer
- The gift set that belongs on every luxury holiday gift guide

Key Facts at a Glance

- Brand: Fragrance Flush™ · The Before Collection
- Products: Monaco Mint (\$223) · FF (\$295) · Gift Set (\$450)
- Category: Luxury Pre-Toilet Aroma Therapy
- Key Ingredient Story: Heavenpathic® Aroma Therapy Proprietary Blend (Frankincense, Rose, Ylang Ylang, Saffron)
- Retail Positioning: Tier 1 luxury department stores, luxury bathroom showrooms, five-star hospitality
- Available: fragranceflush.com · Wholesale inquiries open

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