



celessence™

STYLE GUIDE
FRAGRANCE + SKINCARE

WELCOME TO CELESSENCE™

Celessence™ is a true pioneer in the world of encapsulation; bringing safe, affordable, durable, and innovative skincare actives and scent to the world's most iconic brands and products. As a leader in its own right, Celessence™ regards its partners as Best in Class brand ambassadors. This brand style guide should be used to learn about the brand and to inspire creativity with the extensive catalog of scents and skincare actives available. In addition, it will demonstrate how to best use the brand and to leverage its attributes and brand identity.

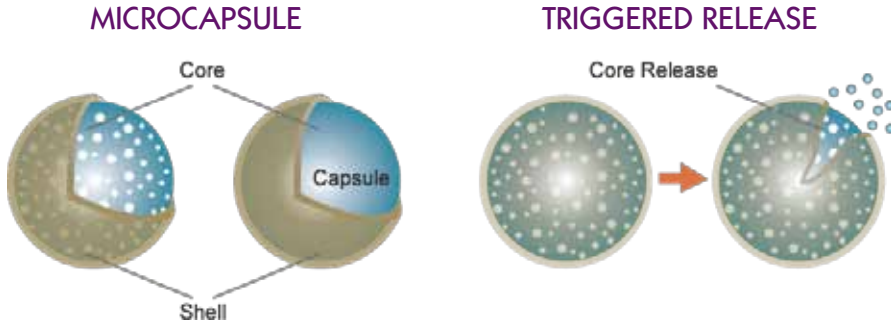
Welcome to the world of Celessence™—the ultimate sensory experience!

TABLE OF CONTENTS

- The Brand at a Glance.....4
 - The Science
 - How It Works
 - Celescence Point-of-Difference
 - The Brand
- Scent Catalog.....9
- Adult Style Guide.....17
- Skincare Actives.....30
- Kid/Tween Style Guide (Scent Only).....46
- Other Technologies.....56
- Product Gallery.....58
- Approval Process.....61

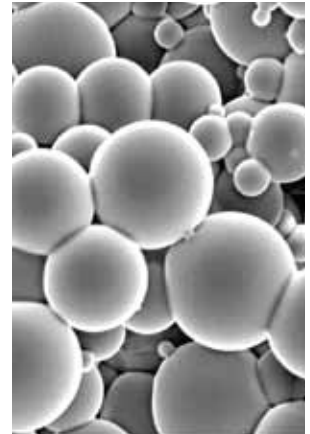
THE BRAND AT A GLANCE

CELESSENCE™: THE SCIENCE



Micro-encapsulation is an innovative delivery system that allows us to put fragrances and skincare actives onto multiple surfaces including new clothing and furnishing fabrics.

Tiny polymeric shells surround the active ingredient so that it stays protected during the life of the article on which it is placed.



Microcapsules
(< 5 microns)
containing actives

CELESSENCE™: HOW IT WORKS



Fragrance



Aloe Vera Moisturizer



Vitamin E



Aromatherapy Oils

Think bubble wrap...capsule contents are released with friction and movement so benefits can be enjoyed gradually over time.



Handling



Friction



Light Touch

CELESSENCE™ vs. The Competition

Performance

Delivering 10X the Fragrance Over the Competition

The Celescence™ Recipe is optimized for stability and easy release, leading to the greatest perceived sensory experience

Library

Hundreds of Choices From Which to Choose

Unbeatable selection of scent and skincare actives along with the ability to customize

Versatility

Easy to Apply, Affordable and Accommodating

Proprietary binder system = superior wash durability and low-cost application. Textile and Print Agnostic

Durability

Lasts Longer Than Any Other Current Option

Wash durable for up to 10 washes, for items that don't require washing fragrance lasts the life of the product

Safety

Constantly Evolving to Meet Changing Safety Regulations

Oekotex Certified: EN-71, US ASTM & CPSIA, and EU Toy Directive

CELESSENCE™: THE BRAND



- The Celessence™ brand is to be managed as a **respected ICON** that represents **THE brand for encapsulated product and print materials**
- All partners are Best In Class and follow brand parameters to serve as **ambassadors** for the brand
- Partnering with Celessence™ provides **added value** to well established brands
- For new products and brands, Celessence™ provides a **unique point of difference** to break through cluttered marketplaces and resonate with consumers

SCENT CATALOG

FRAGRANCES



Scent has a subtle but powerful way of effecting our mind and emotions.

As they are inhaled, scents travel across the olfactory nerves and enter a part of the brain called the Limbic System which, when stimulated, releases endorphins, neurotransmitters and other 'feel-good' chemicals.

With a library of hundreds of scents, Celessence can match the appropriate scent to a product need. Following is a catalog of scent directions which present a place to start. Please share your strategy with us and we can advise the proper scent direction for you.

SPA / AROMATHERAPY



- Breatheasy*
- Lavender Camomile*
- Energise*
- Menthol Eucalyptus
- Rosemary Mint*
- Cool Peppermint*
- Sandalwood
- Spa
- Lavender Flowers*
- ZZZ*
- Rosebud
- Crisp Linen*

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

FRESH CLEAN



- Blue Clouds*
- Crisp Linen*
- Cut Grass
- Kew*
- Cranberry & Clementine
- Shampoo
- Lavender & Linen*
- Breatheasy*
- Oxygen*
- Pine Balsam*
- Seychelles
- St. Lucia
- Rest Easy*
- Freshscape*
- Herbal Garden*
- Sparkling Blue*

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

RELAXING COMFORT



- Milk and Honey*
- Bebe*
- ZZZ*
- Golden Vanilla*

- Lavender Chamomile*
- Lavender Flowers*
- Lemon Tea

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

FRUITY



- Apple*
- Banana
- Berry Berry*
- Juicy Jelly Bean
- Passion Fruit
- Cherry
- Chocolate Orange
- Peach*
- Pineapple
- Strawberry
- Tropical*
- Watermelon*
- Lemon Drizzle Cake
- Tutti Frutti

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

GOURMAND



- Bubble Gum
- Cola
- Cool Peppermint*
- Dark Chocolate
- Toffee Apple
- Milk Chocolate
- Vanilla Apple Spice*
- Raspberry Meringue*
- Cinnamon Bun*
- Jellybean
- Oregano
- Thyme
- Woodsmoke
- Pecan Pie
- Buttered Popcorn
- Pink Sugar Blossoms
- Orange Creamsicle*
- Honey

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

HOLIDAY



- Cherry
- Chocolate Orange
- Christmas Spice
- Cinnamon
- Dark Chocolate Mint
- Pecan Pie
- Toffee Apple
- Vanilla Bean Noel
- Gingerbread
- Mulled Wine
- Cool Peppermint*
- Red Holiday*
- Vanilla Scented Berries*
- Cranberry & Clementine*
- Pine Balsam*

*Durable for 10+ washings

This is only a sampling.
Additional fragrances available upon request.

ADULT STYLE GUIDE

LOGO



PMS 2623



100%



75%



50%

FONTS

ITC KABEL BOOK:

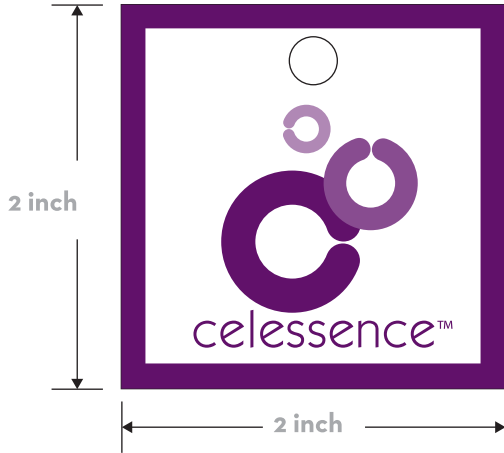
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!&”()@#*™©:;

ITC KABEL MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!&”()@#*™©:;

HANGTAG: GARMENT

Front

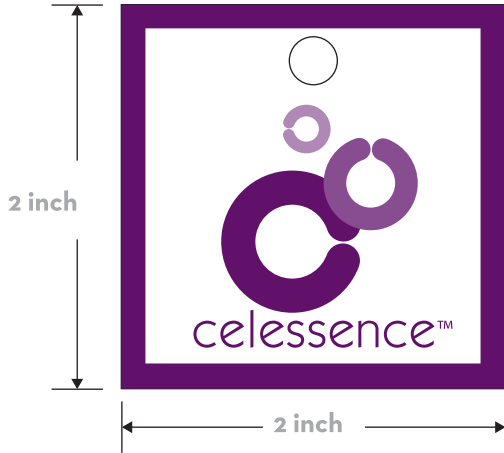


Back



HANGTAG: WASH DURABLE

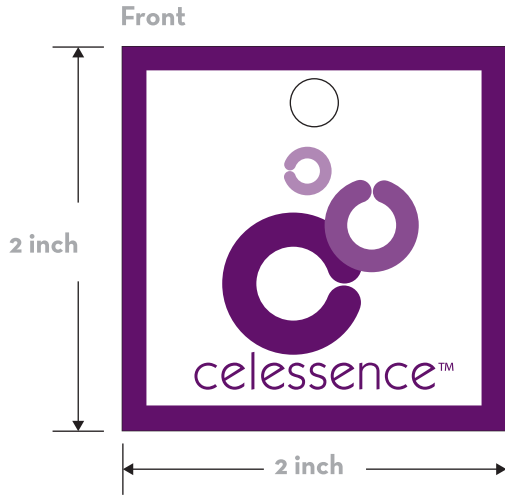
Front



Back



HANGTAG: NON-WASH DURABLE



Back



PACKAGING TREATMENT



Packaging:
approx 10.5 x 10.5



Packaging:
approx. 5 x 7



Packaging:
approx. 3 x 3

STICKER



Option 1



Option 2

SCENT CALLOUTS



* Your product here. Subject to approval.

FRESHNESS CALLOUTS



NECK LABEL

Woven Label Option
Use Full Color Logo



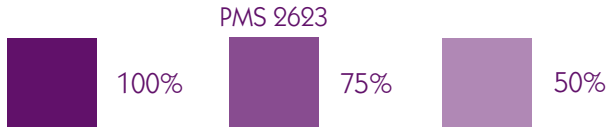
Size: 28mm x 28mm
Finish or 1 1/8 inch

Printed Label Option
White on PMS 2623



Size: 28mm x 28mm
Finish or 1 1/8 inch

Heat Seal Option
Black



ADULT LEGAL

LEGAL

SCENT:



celessence™

www.celessence.com

Scent Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

FRESHNESS:



celessence™

www.celessence.com

Freshness Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

SKINCARE ACTIVES

SKINCARE ACTIVES



Celessence™ Skincare Actives bring an unexpected and unparalleled benefit to your products: elements that condition, tone, moisturize, cool, soften, and protect. The best that nature and science has to offer can be encapsulated and bound to any fabric to actually improve the feel against the skin. These actives can be combined with any fragrance for an experience that is both indulgent and nurturing for the wearer. The following actives are currently available:

- Vitamin E
- Aloe Vera
- Sea Kelp
- Shea Butter
- Moisture Balm
- Shape
- Indulge
- Slim Tex
- Cool Touch

SINGLE ACTIVES



Vitamin E

For Toning and
Skin Conditioning



Aloe Vera

Soften and
Moisturize



**Sea Kelp
(Bladderwrack)**

For Toning and
Skin Conditioning



Shea Butter

Soften and
Moisturize

MULTI-ACTIVE BLENDS



Moisture Balm

Combines invigorating loveage with healing Aloe Vera and Vitamin E



Shape

Combines a cellulite-fighting blend of Sea Kelp, Vitamin E and Shea Butter



Indulge

Combines luxurious shea butter with moisturizing Aloe Vera and Apricot Kernel Oil



Slim Tex

Combines slimming Cosmacol with a smoothing blend of Vitamin E, Sea Kelp and Gingko Biloba



Cool Touch

Combines Frescolat with the natural cooling power of Menthol

Actives can be applied with or without fragrance.

SKINCARE ACTIVES STYLE GUIDE

LOGO



PMS 2623



100%



75%



50%

FONTS

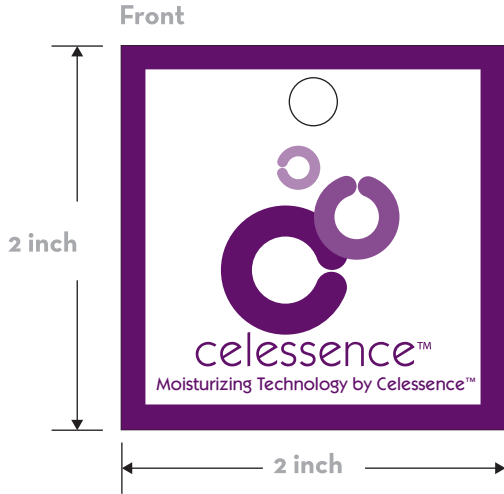
ITC KABEL BOOK:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!&"()@#*™©:;

ITC KABEL MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ?!&"()@#*™©:;

HANGTAG: MOISTURIZING



Back



HANGTAG: SLIMMING

Front

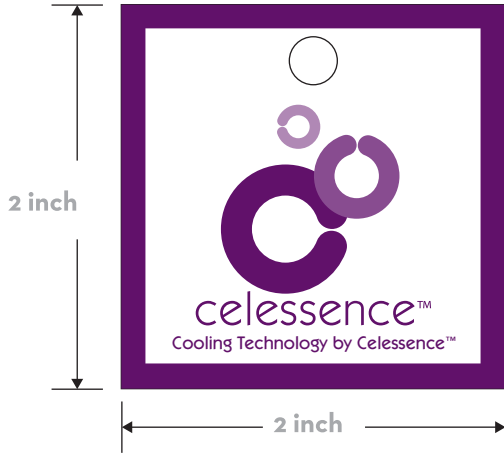


Back



HANGTAG: COOLING

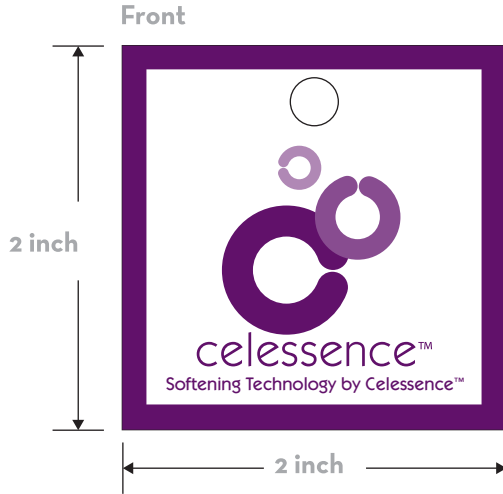
Front



Back



HANGTAG: SOFTENING



Back



SKINCARE PACKAGING TREATMENT



Packaging:
approx 10.5 x 10.5



Packaging:
approx. 5 x 7



Packaging:
approx. 3 x 3

STICKER



Option 1



Option 2



Option 1



Option 2



Option 1



Option 2



Option 1



Option 2

SKINCARE ACTIVES CALLOUTS



* Your technology here. Subject to approval.

SKINCARE ACTIVES LEGAL

LEGAL

MOISTURIZING:



celessence™

www.celessence.com

Moisturizing Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

SLIMMING:



celessence™

www.celessence.com

Slimming Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

COOLING:



celessence™

www.celessence.com

Cooling Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

SOFTENING:



celessence™

www.celessence.com

Softening Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

KID/TWEEN STYLE GUIDE

KID/TWEEN LOGOS



Process Cyan



100% 75% 50%



Process Magenta



100% 75% 50%



PMS 368



100% 75% 50%

KID/TWEEN FONTS

VAG ROUNDED LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 ?!&"()@#*™©:;

VAG ROUNDED BOLD:

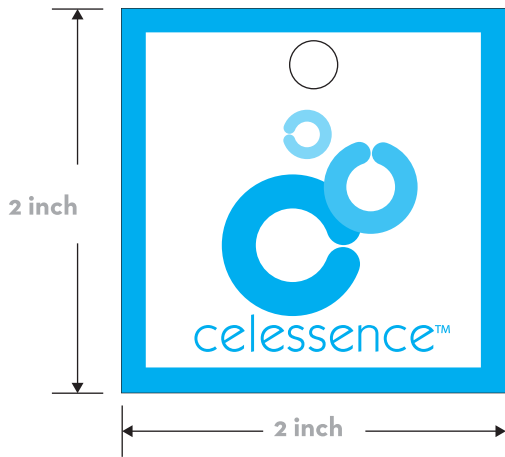
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910 ?!&"()@#*™©:;

KID/TWEEN HANGTAG

Front



Back



COLOR OPTIONS



KID/TWEEN PACKAGING TREATMENT



Packaging:
approx 10.5 x 10.5



Packaging:
approx. 5 x 7



Packaging:
approx. 3 x 3

Color options and sizes are interchangeable

KID/TWEEN STICKER



Option 1



Option 2



Option 3

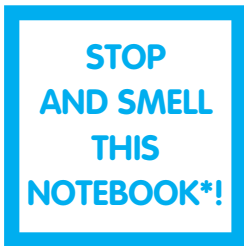


Option 4

COLOR OPTIONS



KID/TWEEN STICKERS - PRODUCT CALLOUTS



* Place your product here

NECK LABEL

Woven Label Option
Use Full Color Logo



Size: 28mm x 28mm
Finish or 1 1/8 inch

Printed Label Option
White on PMS 2623



Size: 28mm x 28mm
Finish or 1 1/8 inch

Heat Seal Option
Black



Color Options:



KID/TWEEN LEGAL

LEGAL



celessence™

www.celessence.com

Scent Technology by Celessence™

©20__ Celessence is a registered trademark of Celessence Technologies.

OTHER CELESSENCE™ TECHNOLOGIES

OTHER CELESSENCE™ TECHNOLOGIES...



Naturally Reduces Allergens

A natural way to reduce allergens caused by dust mites using probiotic bacteria. Celescence™ Sensitive is a micro-encapsulated source of probiotic bacteria applied to textiles at manufacture. As capsules release their contents, the probiotic bacteria feed on dust mite excretions to help keep the textile allergen free.



The Best Protection from Bugs and Mosquitos. Naturally.

Repel is the world's first safe and effective micro-encapsulated insect repellent, proven to provide longer lasting defense against mosquitoes and other biting insects.

Non-toxic and 100% safe, wash-durable finish for textiles and non-wovens.



Micro-Encapsulated Anti-Microbial Protection

Celescence™ naturals are micro-encapsulated blends of natural essential oils, all of which are known to deliver antimicrobial efficacy. Safe and wash-durable on textiles.

PRODUCT GALLERY

PRODUCT GALLERY

YOUR BRAND + CELESSENCE™



Celescence™ on Sticker



Celescence™ on Packaging



Celescence™ on Hangtag



PRODUCT GALLERY

YOUR BRAND + CO-BRAND



Celescence™ on Packaging



celescence™

Freshness Technology by Celescence™



celescence™

Scent Technology by Celescence™



Celescence™ on Packaging