



POTENTIA

Discovering Human Potential Through Perfumery

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When was the last time you got excited
about your own POTENTIAL?

OUR FOUNDER: BETH NONTE RUSSELL

“What if a perfume could
help you reach your
highest potential?”

This is the question that began the journey that became “Potentia.” Conceived by psychologist Beth Nonte Russell, the Potentia concept combines the unrivaled power of the olfactive sense with understanding of the human psyche to create a tool for moving beyond limitations to maximize our true Potential.



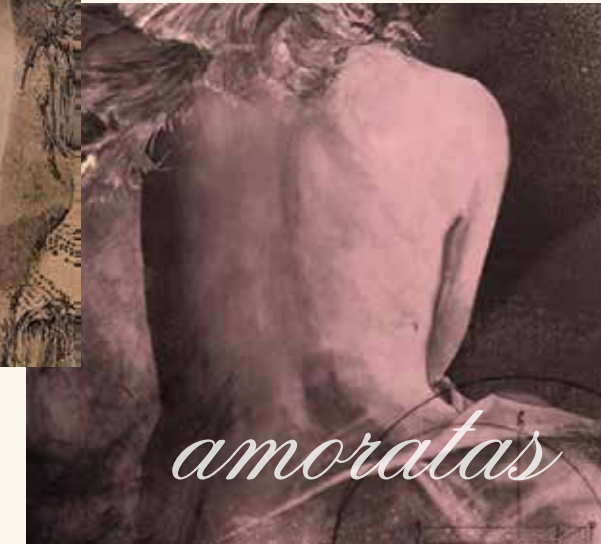
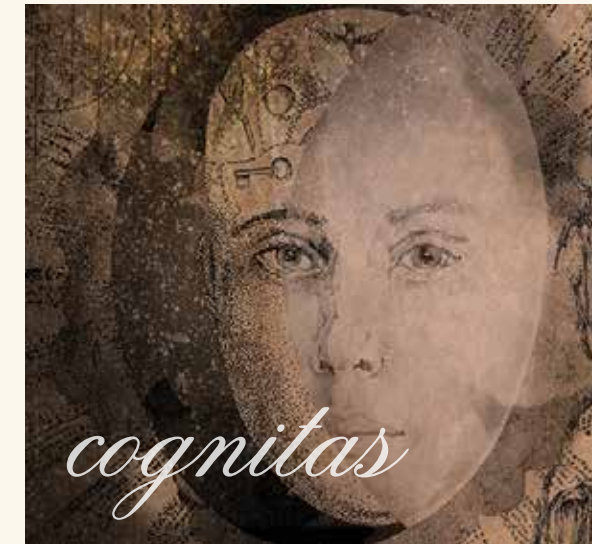
personal transformation

Personal transformation through perfumery... as symbolized by the scarab, an ancient, powerful symbol of change.

Inspired by the ancient Egyptian use of the scarab and amber resins as a way to reach the inner self.



Journey through the four dimensions of human experience
...Mind ...Emotion ...Physical...Spiritual



The human experience is universal, and is expressed through four dimensions. In order to achieve balance, gain deeper awareness, and maximize potential, one must develop mastery in all four.



discover yourself

“Loving yourself involves the discovery of the true wonder of you; not only the present you, but the many possibilities of you.”

– Leo Buscaglia

Amber God
Elixir Oil



Dream Box



cognitas

unlock the power of the mind and psyche

naturias

the physical world, nature and our bodies

amoratas

love and the emotions, the seat of our power

divinitas

the spiritual life and gifts of higher awareness



amoratas

The body is led with love and emotion through the joy and mystery of life.



naturias

The feathered wing carries our spirit into the natural world, where we create our uniquely beautiful physical experience.



divinitas

The heavens open as our consciousness expands, uniting the body and spirit in ecstasy.





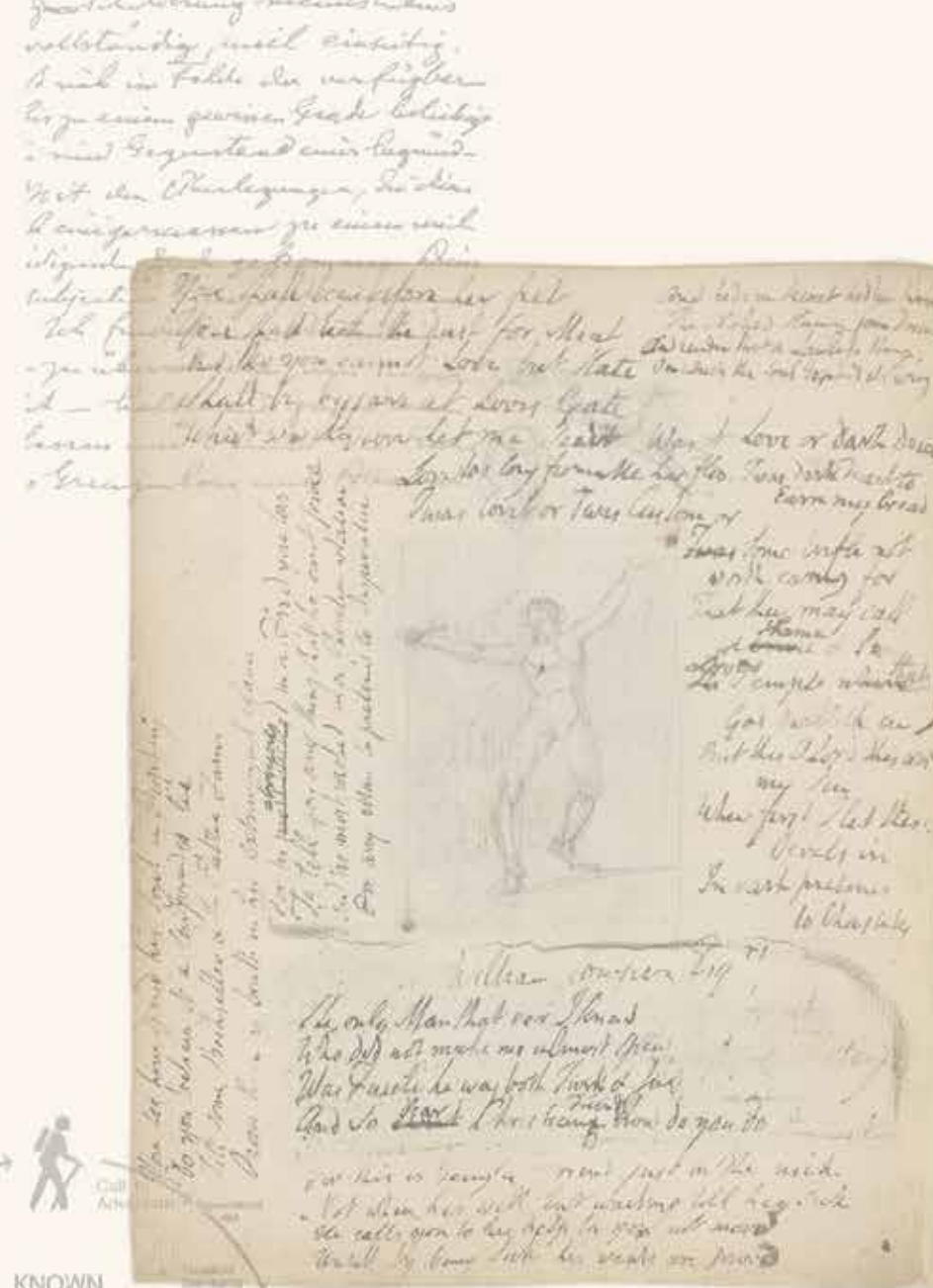
Why Potentia?

Inspired by the Latin phrase "scientia est potentia" meaning "knowledge is power."
The core concept is the understanding that the primary task of our individual and collective evolution is the **knowledge of self**.

Drawn from historic wisdom from William Blake, Carl Jung, Joseph Campbell

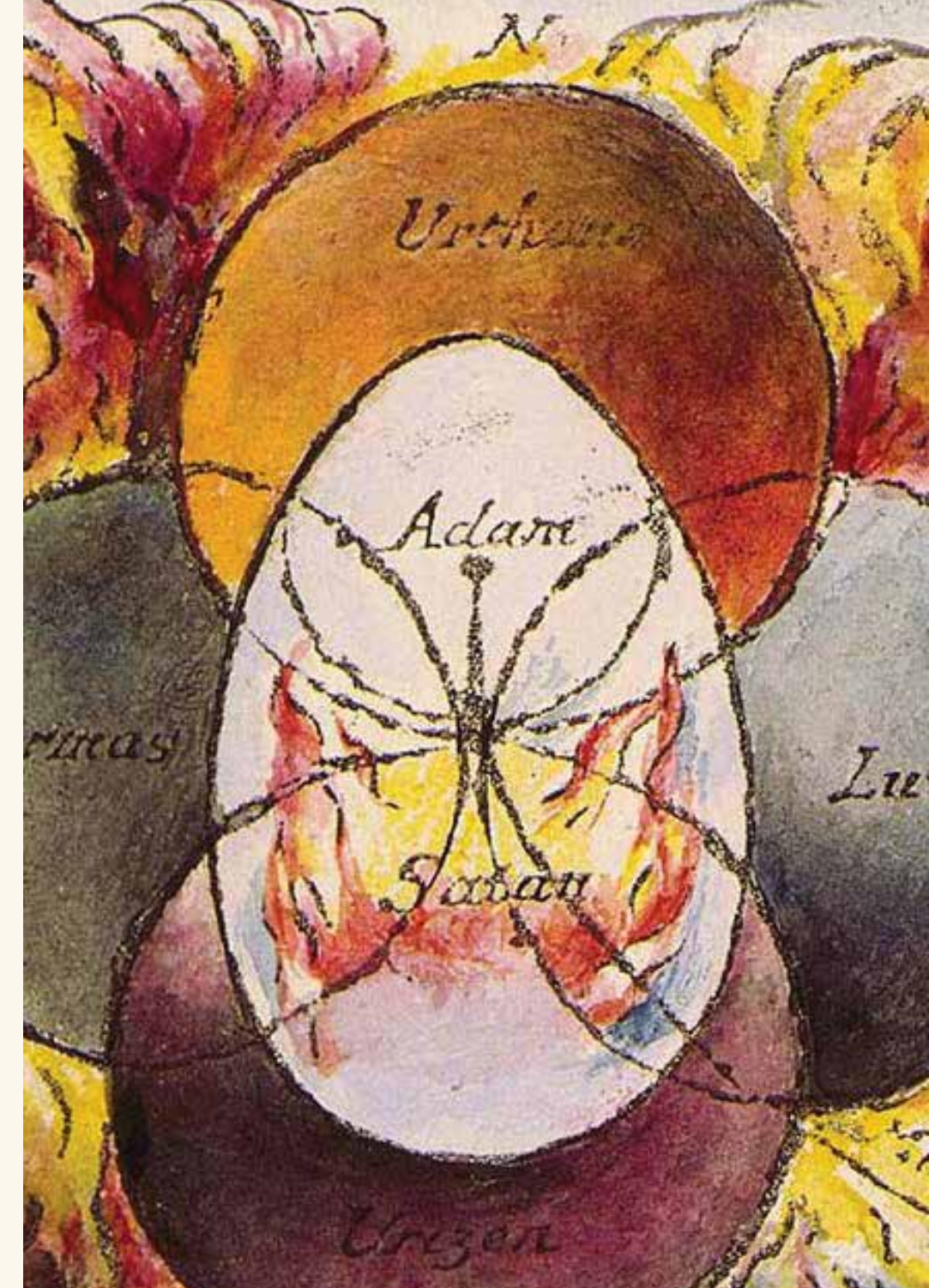
For hundreds of years, philosophers, psychologists, theologians, artists and poets have discussed the human experience in terms of broad, overlapping systems that are universal. Carl Jung's collective unconscious, William Blake's four zoas, Joseph Campbell's hero's journey, all speak to the truth of a process through which humans evolve and transform.

Potentia seeks to use perfumery as a way to navigate this process in a new and innovative way. Potentia brings the power of fragrance to the internal process of meeting and understanding the true self.



Inspired by the Four Zoas of William Blake

Potentia drew inspiration from the powerful images and poetry of Blake, whose brilliant illumination of the true inner self brought a new understanding of the divine nature in our humanity. Carl Jung's work on symbols and the power of the unconscious informed the process of the creation of the Potentia collage. And Joseph Campbell's scholarly work on mythology to reshape our understanding of our true inner power informed the overall sweep of the brand story.



William Blake's depiction of the Four Zoas



The power of scent

The Potentia Collection uses exquisite haute perfumery to explore the full range of the human experience.

Personal transformation can occur as one moves through the scent domain, and gains the understanding that life is a process, and that all power lies within.

Each olfactive collection is built around an exquisite elixir oil, which is meant to ground us in our true essence. The elixir is accompanied by four perfumes which guide us to a deeper contemplation and understanding of self.

cognitas

The power of the spirit radiates

from beneath the mask of the mind

*Discover the power
of the
Potentia Collection*



Amber God



Amber God

[ELIXIR OIL]

A droplet of the God force on a pulse point and suddenly you remember who you really are. Your ancient inner essence is honored and emerges to guide you on your path. Protective Amber glows from the heart to deeply explore the mystery of life.

- **Top Note:** Coriander Seeds
- **Mid Notes:** Ylang – Ylang, Jasmine
- **Base Notes:** Amber, Musk, Sandalwood, Vanilla, Incense, Labdanum

The Perfumer:

FRANK VOELKL

“A strong belief in your own ideas and the power of beautiful materials give fragrance its soul”

Born in Bonn, Germany, Frank spent his teenage years in Paris. He became captivated by the perfumes his mother selected in a shop on the rue de Rivoli: “always chypres,” he recalls. During these formative years, Frank learned about the Institut Supérieur International du Parfum (ISIPCA), School of Perfumery in Versailles.

He favors fragrances that are mystical and rich, such as voluptuous florals and amber notes.

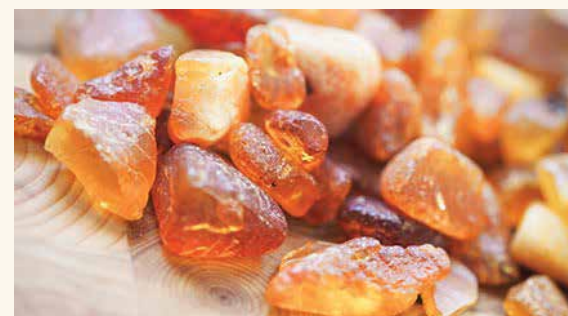


Ingredient Story



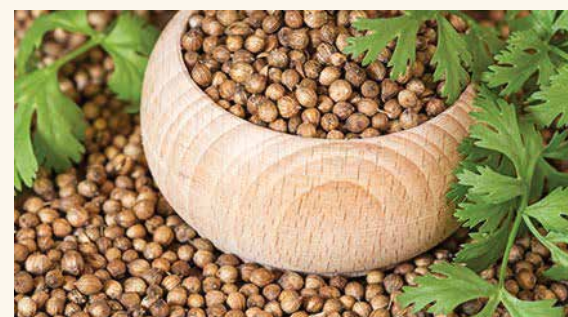
Incense

Incense has long been used for religious and spiritual rituals since the dawn of civilization. It's history and cultural reach is so vast that its origins cannot be traced. It is a preparation of aromatic materials intended to release fragrant smoke when burned. It's intense aroma is rich, warm, spicy, smoky, and luxurious and imparts a feeling of serenity and indulgence.



Labdanum

Labdanum is a resinous material obtained from the Mediterranean species of rockrose and traces back to ancient times. When inhaled, it is said to increase one's senses and elevate emotions. Labdanum's scent is warm, rich and sensual and one of the most classically used notes in amber-style fragrances.



Coriander

The history of Coriander dates back many centuries with no traceable origin. Coriander Seeds have been found in the tombs of the Ancient Egyptians, used as a medicinal spice amongst the ancient Greeks and an aphrodisiac during the Renaissance period. The seeds offer a warm, citrus, spicy aroma.

White Light



White Light

[EAU DE PARFUM]

Desire dawns as the “I want” takes flight. Pathways open to a white light vision of infinite possibilities. Bergamot and Brilliant Fig allow the mind to take flight.

- **Top Note:** Bergamot
- **Mid Notes:** Lavender Seillans, Geranium, Wild Fig
- **Base Notes:** Sandalwood, Moss, Musks, Patchouli, Vanilla, Amber, Copaiba Oil

The Perfumer:

RICHARD HERPIN

“Creating a perfume is like making a sketch of a scene in real life. First, you capture a particular emotional moment; then you add some colors and flesh out the details.”

Richard Herpin grew up in Cannes, in the south of France near the heart of the perfume industry. Richard loves the idea that a perfume is never the same on any two people and that it is constantly evolving in wear. “When working on a fragrance, I love when there is an immediate emotional response – it is my own act of improvisation. Some fragrances are like jazz; some are like classical music; some are harmonious; some are contemporary and edgy. But all are about the emotion of the moment.”

Richard describes himself as a spiritual man who understands himself and his art as a process in constant evolution: “I seek a sense of wholeness, integrity and authenticity. When I translate emotions into fragrances, it must be spontaneous, sincere, and go straight to the heart. As a perfumer, I want to feel free, like a child. It is very important to me to keep this sense of wonderment, and to be totally open to all the possibilities.”



Ingredient Story



Vanilla

Vanilla is an old spice grown by the Ancient Mexicans and thought to be a gift from the gods. The Vanilla Pod grows from the Orchid plant and is used in both fragrance and flavor. Aztecs used it to flavor chocolate and taught the practice to the Spanish conquistadors who carried it with them to Europe in the 15th century. The allure of Vanilla quickly spread, leading to its cultivation as far as Madagascar. The warm, sweet and comforting aroma of Vanilla is one of the most well-known in the world.



Amber

An ancient fossil resin, Amber has also been named “captured sunshine”. It is loved for its warmth, uniqueness, and beauty and believed to bring good health to those who possess it. Amber smells sweetly of warm vanilla and labdanum, possessing a jeweled, golden hue. The resin has been prized since Neolithic times, where it was found either washed ashore or crystallized around the trees from which it is produced.



Copaiba

Copaiba is an oil extracted from the trunk of a wild tree that grows in the Amazon Rainforest. It has been used medically since the 16th Century across various parts of Brazil. The smooth, creamy, and woody fragrance has also been used as a source of aromatherapy, promoting feelings of inner peace and tranquility.

Black Smoke



Black Smoke

[EAU DE PARFUM]

Desire journeys through hope and doubt. The great “I am” emerges and takes its eternal stand. Rich Incense and Sandalwood offer solace through the haze.

- **Top Note:** Carrot Seeds, Lemon
- **Mid Notes:** Lily of the Valley, Carnation
- **Base Notes:** Sandalwood, Vetiver Haiti, Musk, Ambergris, Cedarwood, Vanilla Absolute, Patchouli

The Perfumer:

PIERRE NÉGRIN

“I believe very strongly that the earth itself is the material, it is the true origin of our industry.”

Pierre Négrin was born in Grasse, in the south of France, where both of his grandfathers were merchants of products and plants for the creation of fragrances. Visiting them as a child, he fondly remembers discovering “an Aladdin’s cave of scents; baskets crammed full with jasmine and sacks of roses.”

Pierre Négrin did not learn perfumery in a specialized school but rather in fragrance laboratories. In the early 90’s, he left France to work in Mexico, eventually moving to the USA. Later, in 2008, he joined the ranks of the accomplished perfumers at Firmenich’s New York Fine Fragrance Center.

For Pierre, the definition of luxury is that which is rare and authentic – quality materials that are left to breathe free and unstifled. He endeavors to nurture these unique products, celebrating their rough and essential natures, using them wisely and deliberately. Pierre has a particular appreciation for notes that are “not too easy. Things like animal notes, for example; and warm, bitter or spicy notes...”

For his excellence in creative perfumery, Pierre was awarded the International Prize for Fragrance Creation by the French Society of Perfumers in 1990. It is clear that this perfumer’s talent is matched only by his wisdom.

*Ingredient Story***Sandalwood**

Sandalwood is a scarce, valuable wood originating in India. Once used for building Hindu temples, its diffusive, attractive aroma provides exceptional trail. Sandalwood, regarded as a symbol of vitality, has solidified itself as one of perfumery’s most expensive raw materials. Known for its distinctively creamy fragrance, Sandalwood is said to awaken sensuality and align the body’s chakras.

**Vetiver**

Vetiver is a grass that is native to India but is also grown in Haiti, Indonesia and China. The oil is extracted from its roots and has a distinctive damp, woody scent reminiscent of pencil shavings and wet earth. Known as the “Oil of Tranquility” in India, Vetiver has been used for its soothing and healing properties since the 12th century. The ingredient is so well celebrated that it was, and still is, used as an offering to gods and idols during India rituals.

**Ambergris**

Ambergris was one of the most rare and expensive raw materials used in perfumery. It has long been a favorite perfume ingredient, though its source was a mystery for many years. The gray, waxy stone-like pebbles were found washed up on beaches, but it is now known that ambergris is a calculus produced by the Sperm Whale. Today, Ambrox and Ambranium are used as an alternative to Ambergris, mimicking its delicate, sweet, somewhat woody and extremely persistent fragrance.

Indigo Flame



Indigo Flame

[EAU DE PARFUM]

Desire and self ignite as the unstoppable "I will." Luminous and bold Oud and Galbanum dance in pulsing vibrancy, energize and inflame passion.

- **Top Note:** Orange Egypt Infusion, Galbanum, Nutmeg
- **Mid Notes:** Pink Pepper, Jasmine, Honey
- **Base Notes:** Oud, Patchouli Coeur, Incense Woods, Vanilla, Ambranium, Ambrox

The Perfumer:

ILIAS ERMENIDIS

“My perfumery is about creating abstract olfactive forms with joy and passion.”

Ilias was born in Constantinople where he spent his early childhood, later moving to Athens. He studied perfumery in Paris, his fascination with fragrances having been sparked at his father’s flavors and fragrance factory in Istanbul, where he interned each summer. Later, in France, Ilias experienced some of the most important events of his life, all of which would leave a tremendous impression on him and ultimately define his life: he met his future wife, his professional mentors, and he began his career at Firmenich.

Ilias was the first trainee perfumer hired by Firmenich who was a graduate of ISIPCA; he remains very proud of this fact. He intimately understands the DNA of the company he joined so many years ago: “At Firmenich, I live my passion; I feel like an Artist in Residence.” His friends describe him as “a Philosopher Perfumer”; with his unquenchable thirst for knowledge, he believes that “Everything is inspiring – even a boring dinner!”

Ilias fervently enjoys delving into what he calls his “abstract olfactive forms” with joy and passion: “The moment an idea becomes a fragrance is a magical and promising one. I believe in it.” He describes his work as requiring a combination of talent, technique, unflagging effort, and good fortune. When speaking of his career, he does so with his trademark sense of humor, which he depends upon as a counterpoint to the very competitive nature of his work day. He believes that he is not alone in this creative adventure: “A fragrance is also brought to life with people who inspire you. Together, we create something beautiful.”



Ingredient Story



Oud

Oud oil, also known as Agarwood, Aloeswood or Eagleswood, is an extremely rare and precious oil originating from North Eastern India and parts of South East Asia. Oud has a very long history of use as a medicine, incense and as an aromatic oil. The resinous material is produced by the heartwood of the Aquillaria tree, and imparts a dark, woody and smoky aroma.



Ambrox

Ambrox is a musky, ambery aromatic material with a creamy, woody facet. Ambrox is based on Amber but brighter. It is extremely tenacious, lending a velvety long-lastingness to fragrances. Ambrox was first introduced as a substitute for the rich aroma of rare Ambergris. Its fragrance is less salty, and offers a modern radiance.



Patchouli

Deriving its name from the Tamil language, Patchouli means “green leaf”. A robust and extremely fragrant plant, Patchouli’s scent has been a staple in perfumery for centuries. Due to its insect-repellant properties, silk and cashmere traders folded Patchouli leaves inside their merchandise. The hearty fragrance became embedded in the fabrics, creating an air of allure and exoticism that delighted the recipients of the goods. Patchouli’s distinctive aroma is earthy and sensual. Its evocative scent adds mystery and sensuality.

Silver Thread



Silver Thread

[EAU DE PARFUM]

Desire is at rest in the arms of "I trust." Anxieties are released, White Tea and Cedarwood offer heightened awareness, peace and knowing.

- **Top Note:** Mandarin, White Tea, Szechuan Pepper SFE, Coriander
- **Mid Notes:** Jasmine Absolute, Neroli Oil Bigarade Petals
- **Base Notes:** Firmenich Captive Musks, Atlas Cedarwood, Mate Absolute, Vanilla, Sandalwood

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Ingredient Story



Neroli

Though the used of Neroli Oil dates back to ancient times, its use as a perfumery ingredient did not become widespread until the 17th century when the Italian princess, Anne-Marie of Nerola, used the oil to perfume her gloves and baths. Neroli Oil is the product of the steam-distillation of the flowers from the Bitter Orange Tree. Its fragrance is greener and spicier than Orange Flower Oil, which shares the same origin.



Atlas Cedarwood

Atlas Cedarwood is a large, aromatic tree that has been celebrated for millennia. It has been used medicinally, cosmetically and is considered to be one of the earliest incensed materials. The oil obtained from Cedarwood is one of the oldest ingredients used in perfumery. Cedarwood, has a distinctive woody, spicy-resinous scent.



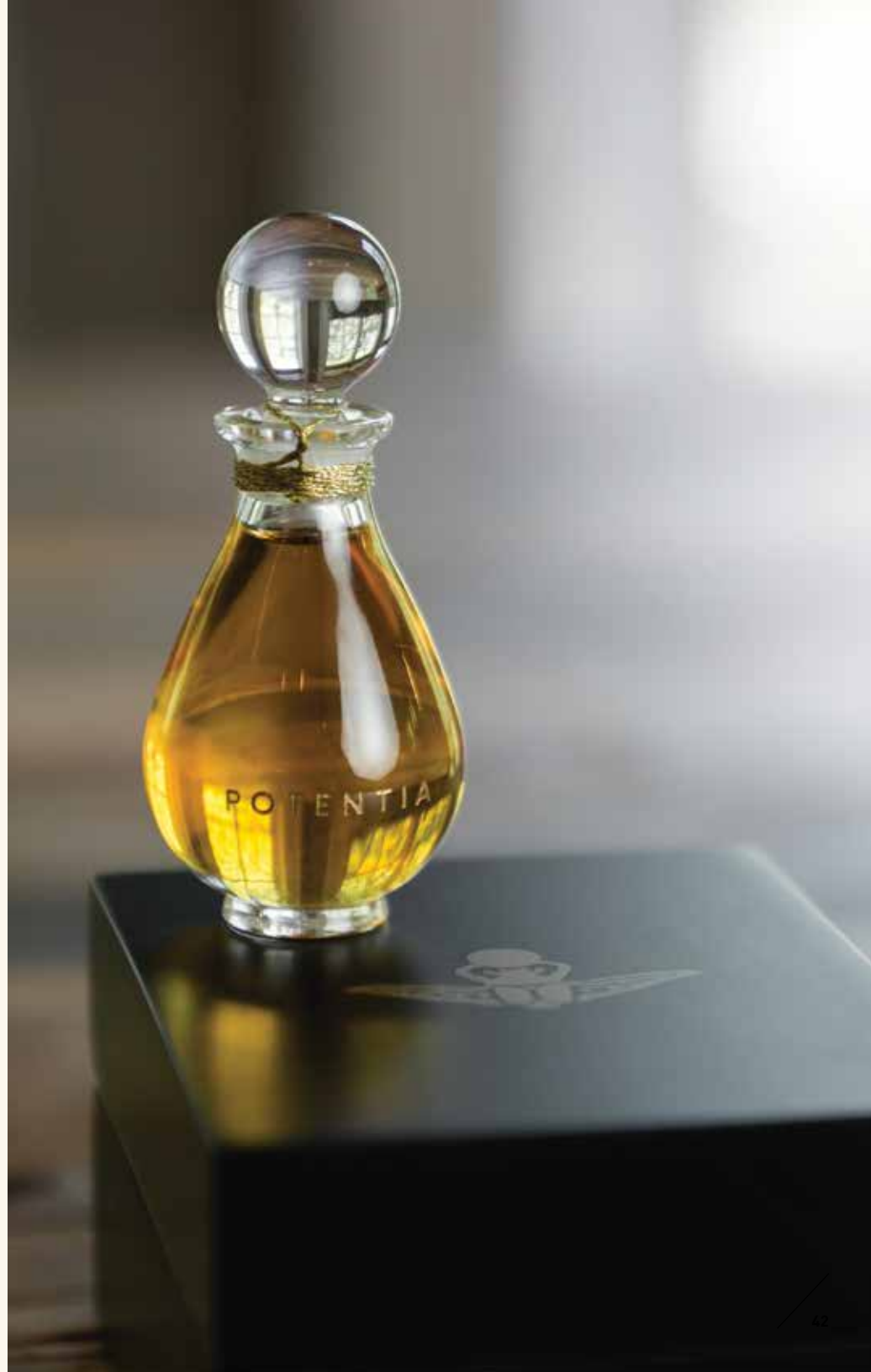
Mate Absolute

Native to South America, Mate is also called Yerba Mate. The leaves of the Mate plant are harvested and steeped to be used for tea. Mate is believed to have healing properties, reducing stress and insomnia. The belief dates back to the Guarani Indians, who chewed Mate leaves to help during long travels or strenuous work. The fragrance profile is described as green herbaceous and tea-like

The Potentia Giftable Collection

Amber God Elixir Oil

Amber God Elixir Oil is offered in a collectible wooden box for indulgent moments of self discovery.



Potentia Dream Box

The Dream Box features a “limited edition,” collectible hand blown glass bottle and pure Amber God Elixir Oil to splurge oneself in rare moments of pure indulgence.



Self Care



SELF CARE: BATH BARS

Black Smoke

[BATH BAR]

A triple milled vegetable base luxury bath bar nourishes, soothes and hydrates the skin while leaving it lightly scented with Black Smoke fragrance. Contains Coconut Oil, Palm Oil and Pistachio Oil for skin health benefits. Leaves skin soft, smooth and refreshed.

White Light

[BATH BAR]

A triple milled vegetable base luxury bath bar nourishes, soothes and hydrates the skin while leaving it lightly scented with White Light fragrance. Contains Coconut Oil, Palm Oil and Pistachio Oil for skin health benefits. Leaves skin soft, smooth and refreshed.



SELF CARE: CANDLES

Black Smoke

[SCENTED CANDLE]

Center yourself in the intoxicating Potentia world with a natural, soy-based candle with wooden lid offered in our intuitive Black Smoke fragrance.





PROMOTIONAL PRODUCTS

Scent Journal

Discover the Potentia story and mythology with this elegant discovery kit. Contains portable 10 ml sprays of Amber God Elixir Oil and our four eau de parfums: *White Light*, *Black Smoke*, *Indigo Flame* and *Silver Thread*.

Scent Note

Experience a trial size version of your favorite Potentia fragrance.



Snowy Owl Farm

... inspiring the Potentia journey into self



“Each life has a potentiality, and the mission of that life is to live that potentiality. The big question is whether you are going to be able to say a hearty yes to your adventure.”

— Joseph Campbell



GARDEN & GUN

HOMEPLACE

A Virginia Farmstead

How a Virginia couple blended modern and antebellum to create the ultimate weekend escape

by LOGAN WARD
February/March 2016

PHOTO: PATRICIA LYONS

A glass entry bridges the farm's original cabin and the fieldstone house.

“ The moment they laid eyes on the old log cabin and stone farmhouse, Beth and Randy Russell knew they had found a rare historical gem. A hankering for a deeper connection to the land had led them on a farm-hunting excursion into the rolling hills of Loudoun County, forty-five minutes west of their suburban Washington, D.C., home.

...Together, they designed a renovation that is both true to the farm's architectural heritage and to the Russells. Farming is in the family's blood: Beth migrated to D.C. from rural southern Indiana, and Randy, a farm lobbyist and former chief of staff for Ronald Reagan's agriculture secretary, hails from sod-busting Midwestern homesteaders.

”

Introducing...the Potentia "Perfumery is Agriculture" Initiative

Before it becomes perfume, it has to be grown. In this sense, without agriculture, modern perfumery could not exist. Coming from an understanding that without sustainable agriculture practices many of the raw materials used pervasively in the perfume industry could be threatened, this initiative seeks to support and promote best practices in agriculture methods, land use, and entrepreneurship.

Heading up this initiative will be Randy Russell, an agriculture consultant and lobbyist for 30 years in Washington, DC. A former chief of staff of USDA, Randy has extensive experience in all aspects of the agriculture sector. Randy also serves as Chairman of the World Food Program USA.



Social Media Strategy

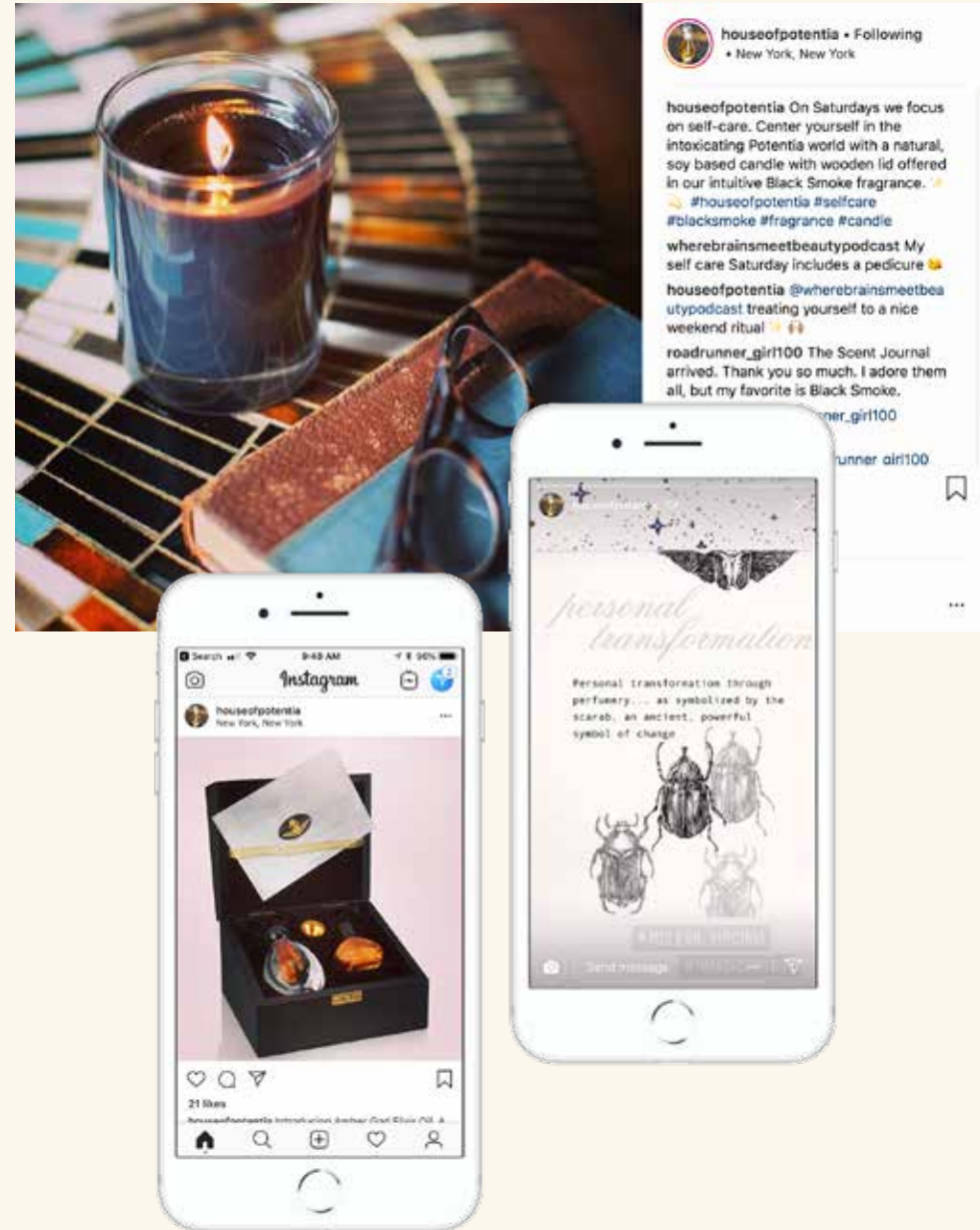
Brand Pillars

Daily posting to Instagram, supplemented by IG Stories, IG Live, to support the key brand pillars:



Social Media Strategy

- The ongoing social media program will introduce the values and point of difference of House of Potentia to a wider audience.
- The brand will showcase the intersection of where mindset meets fragrance, and why that is meaningful.
- The social media strategy is rooted in storytelling and awareness building, leveraging founder Beth Nonte Russell's expertise in emotional intelligence and fragrance.
- Relevant hashtags will be used to bring new, curious fans to the brand.
- The HoP feed will engage with likeminded feeds to ensure a cycle of generous community building.
- Coverage of global retail partners and HoP events, animations and customers personal HoP stories when available.



Content Mix

Video and still imagery will bring the brand to life on social media.



About the product



Mindset



In Beth's own words



Events



Brand experience



Fragrance industry



amoratas

- Smoked Nectar Elixir Oil • Verum Spiritus (Love of Self) Eau de Parfum
- Flos Amorous (Romantic Love) Eau de Parfum • Warm Heart (Love of Nurture) Eau de Parfum
- Elan Vital (Love of Life) Eau de Parfum

thank you