



Australian
Native
Products

Fragrances

WHAT IS LEMON MYRTLE?

Origin & Identity: An Australian native botanical, scientifically known as *Backhousia Citriodora*.

Active Compounds: High citral content offers potential benefits for skin health and aroma in cosmetics.

WHY USE LEMON MYRTLE IN FRAGRANCES

Clean Perfume Trend: Aligns perfectly with the rising demand for transparent and non-toxic fragrance ingredients.

Natural & Pure: Captures the essence of nature, free from synthetic additives, resonating with consumers seeking authentic experiences.

Unique Citrus Profile: Offers the market a fresh citrus option that is both familiar and distinctively different.

Sustainability: Ethically grown and sourced, ensuring a minimal ecological footprint.

Market-Driven Appeal: Taps into the growing trend of natural essential oils, for perceived purity and authenticity.

Innovative Aroma: Provides perfumers with a new palette to craft standout fragrances.



Top Note: Bright, crisp, and immediately recognizable as citrus, but with a unique depth that sets it apart from traditional lemon or lime scents.

Middle Note: As the initial brightness fades, the aroma becomes warmer, hinting at the earthy green of the plant itself.

Base Note: Subtle sweetness, almost reminiscent of honey or nectar, lingers, giving the scent longevity and richness.

BLENDING WITH OTHER NOTES:

Lemongrass:

Another citral-rich aroma, lemongrass complements Lemon Myrtle beautifully. While both have citrusy profiles, lemongrass introduces a slightly herbaceous and green note. Together, they create a layered, multifaceted citrus aroma that's both bright and grounding.

Vanilla:

The primary component of vanilla's scent, vanilla adds a creamy, sweet, and warm dimension to fragrances. When blended with Lemon Myrtle, it provides a beautiful contrast, softening the citrusy sharpness and adding depth. The result is a scent reminiscent of lemon-flavored desserts or a warm, sunlit orchard.

Eucalyptus:

With its clean, camphoraceous aroma, eucalyptus can introduce a refreshing, almost minty note. Paired with Lemon Myrtle, it amplifies the invigorating aspect of the fragrance, making it perfect for energizing morning products or revitalizing sprays.

Lavender:

Floral and herbaceous, lavender adds a calming, soothing dimension. In combination with Lemon Myrtle, it creates a harmonious blend that's both relaxing and uplifting – perfect for stress-relief products or bedtime sprays.

HOW TO USE LEMON MYRTLE IN FRAGRANCES

Clean Perfume Trend: Signature Scents: Use Lemon Myrtle as the dominant note in perfumes for a refreshing and lasting aroma.

Layered Fragrances: Blend Lemon Myrtle with other notes to create multi-dimensional scents.

Aromatherapy Products: Incorporate Lemon Myrtle essential oil for relaxation and holistic well-being.

Home Fragrances: Ideal for diffusers, candles, and room sprays, infusing spaces with its invigorating aroma.

Body Mists: A light splash of Lemon Myrtle can be refreshing and energizing.

Perfumes: Craft perfumes where Lemon Myrtle shines as the singular, standout note.

Personal Care: Infuse in lotions, shower gels, and other body products for a lasting scent.

Hair Perfumes: Incorporate in hair mists or serums for a refreshing hair fragrance.

Travel Sprays: Create portable Lemon Myrtle fragrances for on-the-go refreshment.

Car Air Fresheners and Diffusers: for the scent of Australia.

