

RICH★HIPPIE®

Welcome to the first edition of the Rich Hippy newsletter – where you can be first to hear all about our new fragrances and stockists.

We've been busy getting our lovely perfumes noticed by the media and have been getting excellent feed-back from beauty editors in the know. The London Telegraph was especially enamoured with the Purple Haze scent "we particularly like Purple Haze, a great scent for any rose aficionado" they declared and we have to agree with them!

We've also received world-wide exposure for Rich Hippy thanks to wonderful coverage in other magazines such as In Style Germany, Jyllandsposten in Denmark, British Vogue, Elle, Organic Style and Natural Health & Beauty magazine in the UK.

Rich Hippy perfumes are available world-wide and all of our stockists can be found at www.rich-hippie.com. In Switzerland we can be found at the super-stylish Jet Set in St Moritz while fans of the products in Singapore can now pop along to Nourish and pick up their favourite scent. The wonderful Holly Golightly and Hair by Nature in Denmark both stock the perfumes as does the chic boutique Mathilde in London. And they're not the only places to know they're on to a good thing – the Four Seasons resort in Hawaii and Art with Flowers in Virginia also offer their customers Rich Hippy fragrances. The newest addition to our stockist list is Organic Avenue in Greenwich Village and of course that list is growing all the time! The Rich Hippy brand is dominating the natural perfume market and will soon be in all the best stores worldwide.



So, now let us tell you what all the best dressed wrists will be wearing this summer! Over the next few months it's going to be all about light, floral fragrances while we are all basking in the sun (apologies if you are in fact reading this in Australia!). Devotion is the perfect choice for Rich Hippy fans – it encapsulates a young, sexy, floral vibe with light and airy notes of French lemon, Moroccan verveine and Italian Clementine. So even if you can't travel the world this summer you can still get a taste for all things foreign! Of course people have their year-round favourites too - Bohemian Wedding, Rock Star, Bliss, Rich Hippy and Maharishi are always popular

no matter the season. When Bohemian Wedding was featured in British Vogue it caused such a stir that people were driving for miles to track down one of the gorgeous scents! While one of Rich Hippie's favourite celebrity fans ordered a bottle of the nuptial-themed scent and gave it to every one of the women attending her wedding!

And talking of celebrities – Rich Hippie is soon to be in the gift baskets' of 40 lucky celebrities for the Entertainment Weekly Emmy party – we recommend you order now to keep up with the latest celeb-trend. Britain's beautiful Donna Air is a huge fan of the range already – Donna is famous for her support of organic and chemical-free products so it's excellent to hear that she loves our products so much. Our hot tip for picking up some star style is to opt for either Wild Thing (our top selling scent) or Kalachakra – which are the perfumes most bought by our celeb fans.



And let's not forget about the men in your lives – here at Rich Hippie we believe that they should be able to get their hands on chemical-free fragrances as well, which is why we have three unisex scents under our belt – Utopia, Nirvana and Psychedelic. For the summer months have them opt for the fresh and uplifting tones of Utopia – a rich blend of organic and wildcrafted citrus extracts of Japanese yuzu and pink grapefruit, which will smell just as good on you.

Not sure what we mean by wildcrafted? Well it describes the way in which we harvest our raw ingredients to ensure that we are bringing you the most environmentally-friendly products we can offer. The plants and herbs we use are grown without cultivation, herbicides or fertilisers and are then harvested in an ecologically sustainable manner which helps to minimise the disruptive impact on local growing conditions and ensure the continued vitality of the plot for reproduction. So now splashing out needn't rest on your conscience!

That's all for now but we'll keep in touch and let you know when we are launching new products, where you can get your hands on them and, as subscribers to the newsletter, we will also give you advance warning of any special offers or discounts we are offering. It's definitely worth having us in your inbox!