

# WALES PERFUMERY

RETAIL TRAINING  
GUIDE



## Who We Are

Wales Perfumery is an independent fragrance house in Monmouthshire's beautiful Wye Valley. From her lab, Paris trained perfumer Louise Smith blends timeless artistry with a respect for the past in a modern innovative approach. Her luxury, niche fragrances inspired by history, nature, and landscapes are tailored to evoke emotion and individuality for her customers.





## About Louise

My love for perfumery began in childhood, playing with my Grandmother's fragrance bottles. A chemistry set at ten sparked a lifelong passion, leading to an award-winning pharmaceutical career before I trained as a perfumer in Paris.

I began hosting perfumery courses in 2019 from my Monmouth lab, overlooking our stunning 500-year-old walled garden in the beautiful Wye Valley. In 2022, I launched my first fragrance collection, Natur, inspired by Wales' landscape and history.

As an independent, niche perfumery, I embrace the freedom to create fragrances inspired by nature, history, and stories that fascinate me.



# THE CELTs

FIVE FRAGRANCES.  
FIVE ANCIENT TRIBES.  
ONE ENDURING LEGACY.

The Celts fragrance collection is an olfactory journey through the ancient Celtic world, celebrating the tribes who shaped the identity of Wales, Scotland, Ireland, Cornwall, and Brittany. Each fragrance in this collection tells the story of a distinct Celtic people; their landscapes, their customs, their spirit.

Perfumer Louise has meticulously crafted five unique scent profiles, drawing inspiration from archaeological discoveries, historical trade routes, ancient rituals, and the raw, elemental landscapes these tribes called home.

From the honeyed depths of Breton mead to the icy winds of early Ireland, from Mediterranean trade in Cornwall to warrior feasts in Wales, each fragrance is built around bespoke accords that capture moments lost to time.

Each fragrance honours the past while creating something utterly contemporary. Scents that connect us to the land, the people, and the stories that shaped the Celtic nations.

DISCOVER YOUR TRIBE.



# CELT



Celt is a dark, honeyed, and powerful **Parfum** that evokes the ancient Celtic spirit of Brittany, Europe's largest stronghold of Celtic heritage.

## Louise's/Perfumer's note:

Celt is inspired by the Celts in Brittany, where Celtic culture thrived before reaching these shores. I wanted to create something that encompassed all the Celtic Nations while being rooted in Brittany's rich heritage. I built the entire fragrance around tobacco absolute and a mead (a traditional honey-based drink) accord, creating something deep, earthy, and evocative. I also developed a textile accord and a standing stone accord to capture the essence of ancient rituals and craftsmanship. This is a fragrance with real depth and sophistication, telling an olfactory story of Celtic beauty, strength, and endurance.

## CELT



TOBACCO



MEAD



TEXTILE

*Mead, Honey,  
and Wild Resins*

*Amber, Tobacco Absolute,  
Leather, Wool, and Ebony*

## INGREDIENTS:

Alcohol (denat), Parfum, Linalol, Citronellol, Limonene, Geraniol, Coumarin



# IVERNI



Iverni is an airy, ozonic, and metallic **Eau de Parfum** that captures the wild, untamed beauty of Ireland and its ancient origins.

## Louise's/Perfumer's note:

Iverni, meaning "Island of Ireland," celebrates the first Celts to land in Ireland. When they arrived, the land was covered in pine forests and was very, very cold. Unforgiving yet beautiful. I created an ice accord as the structure of this fragrance, which I had originally developed for my husband after he retired from professional Ice Hockey. I built everything around the icy, snow accord to capture the scent of a very cold island. I then added accords of hot metal, iron, and damp stone to evoke the raw, elemental nature of early Ireland, softening it all with rose absolute. This fragrance truly captures Ireland's ancient, untamed spirit.

## IVERNI



ICE ACCORD



HOT METAL



DAMP STONE

*Snow, Ice,  
and Juniper*

*Hot Metal, Iron,  
and Rose Centifolia*

*Timber, Moss,  
Damp Stone, and Canadian Spruce*

## INGREDIENTS:

Alcohol (denat), Parfum, Evernia furfuracea extract, Limonene.



# CORNOVII



Cornovii is a bright, sparkling, and golden **Eau de Parfum** that celebrates Cornwall's ancient trade with the Mediterranean Sea.

## Louise's/Perfumer's note:

Cornovii celebrates the Cornish tribe, derived from the split of Dumnonii and Cornovii, who traded tin and linen with Narbonne in the South of France and the Mediterranean. They imported wine, gold, coral, and olives; these exotic goods fascinated me. The Cornish also had a spa-like town in Cornwall, which inspired me to create a fresh, spa-type scent. I developed a sparkling gold accord as the foundation, paired it with real olive fruit absolute, and created a spa water accord to capture that refreshing, mineral quality. It's very fresh and citrusy with pomelo, lime, grapefruit, evoking the maritime commerce and sophistication of this ancient trading culture.

## CORNOVII



OLIVE FRUIT



GOLD



SPA WATER

*Pomelo, Bergamot,  
Spa Water, and Lemon*

*Olive Fruit and Bay Leaf*

*Frankincense*

## INGREDIENTS:

Alcohol (denat), Parfum, Limonene, Citronellol, Linalol, Hydroxycitronellal, Citral, Isoeugenol, Geraniol, Eugenol.



# VOTADINI



Votadini is an earthy, seductive, and untamed **Eau de Parfum** inspired by the ancient Scottish tribe of Din Eidyn (Edinburgh), whose archaeological remains revealed wine goblets, jugs, and round house settlements.

## Louise's/Perfumer's note:

Votadini is inspired by the ancient Scottish tribe who lived just outside Edinburgh in round houses. When archaeologists discovered their settlement, they found wine goblets and jugs, which fascinated me. I created a red wine accord as the main structure of the perfume and built everything out from there. I developed a wild heather accord to capture the Scottish landscape and used cypriol to bring earthiness to the scent profile. There's also an earthenware accord to evoke the pottery they used. The fragrance dries down to a jet accord (black amber) creating something truly seductive and untamed that evokes the history between Rome and Scotland.

## VOTADINI



WINE



WILD HEATHER



EARTHENWARE

*Wine Accord,  
Red Berries, and Earthenware*

*Plaid, Hay, Cypriol,  
Cistus absolute, Leather, and Patchouli*

## INGREDIENTS:

Alcohol (denat), Parfum, Limonene.



# SILURES



Silures is a rich, gourmand, and resinous **Eau de Parfum** that honours the raw spirit of a tribe rooted in Wales.

## Louise's/Perfumer's note:

Silures celebrates the Welsh tribe of Venta Silurum, who lived alongside the Romans in grand settlements with amphitheatres and forums. The Silures were very fierce, warrior-type people, so there's a leathery background to reflect their strength. They foraged and ate lots of berries, which brings a fruity element to the fragrance. I built the entire scent around osmanthus absolute, which has this beautiful apricot-leathery profile. I also created a Beltane cake accord with nutmeg, cardamom, cloves, vanilla, brandy, and butter to evoke their celebrations and the richness of their culture. This is a sweet but powerful fragrance that captures both the refinement and the fierce spirit of the Silures.

## SILURES



OSMANTHUS



BELTANE CAKE



FORAGED NUTS

*Osmanthus, Blackberries,  
and Beltane Cake*

*Guaiacwood, Balsamic Accord,  
Oak, Vanilla, and Foraged Nuts*

## INGREDIENTS:

Alcohol (denat), Parfum, Isoeugenol, Eugenol, Benzyl Salicylate, Linalol, Benzyl Alcohol, Citral, Citronellol.



# NATUR

ENDLESS MEMORIES.  
INSPIRED BY NATURE.  
CAPTURED IN SCENT.

The Natur Collection captures the essence of nature's most evocative landscapes. Each fragrance a gateway to cherished memories, emotions and moments. These are scents that transport you instantly: to days spent by the sea, walks through ancient woodlands, lazy afternoons in sun-drenched meadows, and quiet nights beneath endless stars.

From windswept coastlines where salty air fills your lungs, through the deep, earthy silence of forest paths, to the emerald countryside where wildflowers sway in the breeze, and up to the sparkling beauty of star-filled night skies. Each fragrance is crafted to evoke the feelings and memories that landscapes inspire.

Each Eau de Parfum in the Natur Collection reconnects you with nature's power to move us: the invigorating freshness of Coast (Afordir), the grounding depth of Forest (Coedwig), the verdant serenity of Country (Gwlad), and the tranquil wonder of Star (Seren). More than mere fragrances, they are bottled memories, ready to transport you back to the places and moments that matter most.

EVOKE THE MEMORIES



# COAST ARFORDIR



Coast is a refreshing, uplifting **Eau de Parfum**, evoking memories of coastal walks, secluded beaches and salty sea air.

## Louise's/Perfumer's note:

Coast is inspired by my childhood in Pembrokeshire, visiting Freshwater West beach. It's reminiscent of that blast of salty sea air when you arrive and open the car door ready to walk the coastal paths, or explore the rock pools. Lemon, mandarin, bergamot and lime give that lovely citrusy feel, with fresh seaweed absolute. An ozonic accord creates some space and air, with light amber materials, driftwood and sea moss, all coming together to create the scent of the coast.

## COAST - ARFORDIR



BERGAMOT



SEAWEED



DRIFTWOOD

*Lemon, Mandarin,  
Bergamot, and Lime*

*Fresh Seaweed, an Ozonic Accord,  
watery and refreshing*

*Light Amber, Driftwood, and Moss*

## INGREDIENTS:

Alcohol (denat), Parfum, Limonene, Benzyl Salicylate, Citral, Citronellol, Eugenol.



# COUNTRY GWLAD



Country is a green, vibrant, and clean **Eau de Parfum**, reminiscent of fields, rivers, and the wild beauty of rural life.

## Louise's/Perfumer's note:

Country is inspired by rolling hills, rivers and streams, and fields of freshly cut grass. My Grandmother's favourite fragrance was gardenia, so there's a nod to her in this scent as well. It's very clean and vibrant, capturing the essence of the outdoors and rural life. It opens with top notes of petitgrain, neroli, and fig leaf, while narcissus, gardenia, water and cut grass form its heart. The base is grounded by soft woods and vetiver.

## COUNTRY - GWLAD



NEROLI



CUT GRASS



FIG LEAF

*Pettigrain,  
Neroli, and Fig Leaf*

*Narcissus (daffodil),  
Water, and Cut Grass*

*Vetiver and Soft Woods*

## INGREDIENTS:

Alcohol (denat), Parfum, Linalol, Limonene, Benzyl Salicylate, Farnesol



# FOREST COEDWIG



Forest is a deep, immersive **Eau de Parfum** inspired by woody, spicy forest litter, leaving you feeling grounded and connected to nature.

## Louise's/Perfumer's note:

Forest is a rich earthy fragrance inspired by the forest floor of ancient woodlands. I wanted to capture the complete spirit of the woodland – dead tree stumps, wild mushrooms, and that intoxicating autumn warmth when everything comes alive with scent. It opens with moss-covered oak trees and crisp apple, before fir needle, saffron and spices form the aromatic heart. The base settles into warm sandalwood, cedar, vetiver, and patchouli. Together, these notes create the authentic scent of rich forest litter – deep, complex, and utterly captivating.

## FOREST - COEDWIG



SAFFRON



FIR NEEDLE



SANDALWOOD

*Moss-covered  
Oak Trees and Apple*

*Fir Needle,  
Saffron, and Spices*

*Sandalwood, Cedar, Vetiver, and Patchouli*

## INGREDIENTS:

Alcohol (denat), Parfum, Farnesol, Benzyl Alcohol



# STAR SEREN



Star is a vibrant yet tranquil **Eau de Parfum**, inspired by the enchanting beauty of the sparkling night sky.

## Louise's/Perfumer's note:

At my home in Monmouth, Wales, the dark night skies are truly stunning. I wanted to capture the essence of those sparkling stars lighting up the evening sky. Inspired also by how a waterlily appears to float effortlessly on a clear pool, I created Star. It opens with a burst of sparkling, zesty yuzu and cedrat, before white florals and green tea envelop you in a sense of calm and serenity. Finally, it settles into a comforting hug with base notes of sandalwood, tonka, and ambrette seed.

## STAR - SEREN



YUZU



GREEN TEA



JASMINE

*Yuzu  
and Cedrat*

*Jasmine, Green Tea Absolute,  
Magnolia, and Waterlily*

*Sandalwood, Tonka, and Ambrette Seed*

## INGREDIENTS:

Alcohol (denat), Parfum, Citral, Citronellol, Geraniol.



# FAQ

## **Are the fragrances Unisex?**

Fragrances are Genderless.

## **Where are the ingredients from?**

The materials and notes within our fragrances are from the 5 big large fragrances houses in the world. They supply Dior, Chanel, Jo Malone, Tom Ford, Gucci, Aqua di Parma and every high street fragrance you can think of .... Including Wales Perfumery.

## **Is it safe to use on my skin?**

Yes all of our fragrances are regulated, they are IFRA compliant and have a safety certification from cosmetic safety testing. There are strict rules within the EU & UK.

## **Are fragrances vegan? Tested on animals?**

Absolutely not tested on animals & are 100% Vegan.

## **Where and how are the fragrances made?**

Louise Smith the only perfume house in Wales creates everything in her lab situated in Monmouth Wales. Everything is created by hand in small batches to ensure there is no waste and freshness of fragrances.

Any other questions?

Contact: [info@walesperfumery.com](mailto:info@walesperfumery.com)





# Workshop Experiences

Step into our lab and a perfumer's shoes and enjoy a bespoke perfume creation workshop. Learn about the art of perfumery and see behind the scenes.

From a one hour class to a group booking or corporate workshop, come along and create a fragrance that is unique to you.

At the end of your workshop you will take home your own, personalised fragrance.

Book via our website [walesperfumery.com](http://walesperfumery.com) or contact [info@walesperfumery.com](mailto:info@walesperfumery.com) to enquire about private events and corporate workshops.





# Contact

[walesperfumery.com](http://walesperfumery.com)

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