

THE HOLIDAY EDIT

Botanical extracts and festive scents,
designed for moments of care.



SEPT-DEC
EDITION

Pearl Naturelle

Nature's Beauty Atelier, Gili Air Island, Indonesia



About the holiday edit

The holiday season is your chance to shine and make every guest feel special. Our skincare and body care collections bring festive charm to spas, resorts, villas, hotels, and boutiques, helping you create seasonal offerings that delight visitors and inspire gift buyers.

Made with botanical extracts and active ingredients, our formulations capture the scents and textures of celebration, turning products into memorable offerings your clients will love.

With this Holiday Edit, you can offer curated gift sets, seasonal collections, and indulgent self-care rituals that make your brand the go-to destination for festive indulgence.

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Introduction

How we elevate the holiday experience for your guests and customers

From September to December, your holiday offerings can feel like a little touch of magic for your guests and clients. Imagine your spa, resort, or boutique as the place they turn to for thoughtful treats, where gift buyers discover something special and early planners feel inspired.

Our botanical-rich skincare and body care collections help you sprinkle a touch of indulgence into every holiday ritual, creating moments your customers will cherish—and come back for.

How **we elevate the holiday experience** for your guests and customers

We elevate the holiday experience through three strengths:

Effective Ingredients

Botanicals and actives chosen for visible results with a touch of luxury.

Holiday Experience

Scents and textures that create memorable rituals and thoughtful gift moments.

Designed for Impact

Collections crafted to help your business stand out, attract seasonal shoppers, and maximize the potential of holiday offerings.

With the Holiday Edit, you can create curated experiences and seasonal collections that encourage exploration, highlight your brand's unique identity, and give customers a reason to return again and again.



Key Botanical Extracts

**The star ingredients that nourish, protect,
and delight the body and hair care**

We selected these extracts because they do more than deliver visible results, they embody the indulgence, warmth, and seasonal joy that define the holiday experience. Each ingredient enhances performance while telling a story, helping your collections feel luxurious, celebratory, and deeply aligned with the festive spirit your guests and customers love.

The star ingredients that nourish, protect, and delight **the body**

Pomegranate Extract: Rich in antioxidants that protect and support skin elasticity, while its jewel-like quality gives a sense of luxury perfect for festive collections.

Blackberry Extract: Deeply hydrating and brightening with anti-aging benefits, bringing a lush, indulgent feel that resonates with holiday richness.

Hibiscus Extract: Celebrated as the Botox plant for its firming and smoothing effects, making everyday care feel like a spa ritual during the festive season.

Rosemary Extract: Revitalising and soothing with a crisp herbal freshness that balances indulgence with renewal, aligning well with holiday blends.

Cocoa Extract: Antioxidant-packed and nourishing, evoking warmth, comfort, and the cozy spirit of the season.

Orange Peel Extract: Brightens and refreshes while adding a zesty, uplifting note that captures the energy of holiday celebrations.

The star ingredients that strengthen, protect, and revitalise **hair**

Clove Extract: Protects and fortifies against environmental stress while adding a warm, comforting note that feels seasonal.

Ginseng Extract: Stimulates circulation, supports healthy growth, and helps reduce hair loss, offering a revitalizing boost during busy holiday months.

Eucalyptus Extract: Refreshes and promotes blood flow to the scalp, leaving a clean, cooling sensation that energizes seasonal rituals.

Amla Extract: Rich in nutrients that strengthen and nourish, enhancing shine and resilience to keep hair healthy through the season.

Maracuja (Passionfruit) Oil: Deeply hydrating and conditioning, prevents breakage and split ends while adding a silky, luxurious finish.

Festive Scents and Textures

Festive fragrances and textures to delight the holiday senses

From September to December, the holidays open a special opportunity for your business. Now is your moment to craft seasonal collections that capture the season's spirit, spark curiosity, and offer guests thoughtful, memorable experiences. With festive scents, textures, and rituals, you can make your business the go-to destination for holiday indulgence and create offerings customers can't wait to explore.



Festive fragrances and textures to **delight the holiday senses**

Warm & Cozy

- **Vanilla & Tonka Bean:** Universally comforting, these notes feel indulgent and nostalgic, like festive desserts and gatherings at home.
- **Cinnamon & Nutmeg:** Spicy and warming, perfect for capturing the energy of celebrations and the coziness of winter evenings.
- **Sandalwood & Amber:** Smooth, grounding, and sensual, ideal for luxury holiday collections that feel intimate and timeless.

Fresh & Uplifting

- **Peppermint & Spearmint:** Crisp and energising, instantly associated with holiday treats and seasonal freshness.
- **Citrus (Orange, Mandarin, Bergamot):** Bright and zesty, bringing a sense of joy and optimism that connects to festive cheer and new beginnings.
- **Eucalyptus & Pine:** Clean and refreshing, evoking the atmosphere of winter greenery, holiday trees, and nature-inspired celebrations.

Festive fragrances and textures to **delight the holiday senses**

Elegant & Indulgent

- **Rose & Jasmine:** Romantic and luxurious, creating a sense of elevated indulgence that suits hotels, spas, and high-end boutiques.
- **Musk & Cashmere Woods:** Soft and sophisticated, wrapping the senses in warmth and refinement.
- **Cocoa & Coffee:** Rich and gourmand, giving collections an irresistible, decadent edge perfect for gifting.

Textures bring the final touch, think creamy butters, silky oils, and whipped lotions that feel like a treat in themselves. Together, these scents and textures transform skincare and body care into experiences of comfort, joy, and celebration.

Holiday Textures

The holiday season brings a unique moment for your business to stand out. Customers are seeking thoughtful gifts, indulgent treats, and sensory experiences that feel special. By presenting products with festive scents, luxurious textures, and seasonal rituals, you can turn your collections into curated experiences that drive sales, spark discovery, and make your business a must-visit destination this season.



Here are textures we recommend to **align with the holiday mood**

Rich & Comforting

- **Body Butters & Creams:** *Dense and nourishing, perfect for creating that “cocooning” feel guests want in cooler months or after travel.*
- **Whipped Cream Textures:** *Playful yet indulgent, light to the touch but rich in hydration, making them perfect for festive limited editions.*

Silky & Luxurious

- **Dry Oils & Elixirs:** *Lightweight yet deeply conditioning, giving instant glow and elegance — ideal for high-end spas, villas, and resorts.*
- **Gel-to-Oil or Gel-to-Milk Textures:** *Transformative formats that surprise and delight, turning daily care into an experience.*

Here are textures we recommend to **align with the holiday mood**

Refreshing & Uplifting

- **Cooling Gels:** Energising and light, great for tropical destinations or spas that want to balance festive richness with freshness.
- **Foaming Washes:** Soft, creamy lathers that add a fun and sensory touch to holiday rituals, especially in retail and gifting.

Textures are storytelling in themselves, they signal comfort, indulgence, or freshness depending on your brand's positioning.

When paired with the right festive scents, they turn skincare and body care into rituals that guests and customers will remember long after the holiday season.



Bringing the Season to Life

How to integrate rituals and products that leave a lasting brand impression

How to integrate rituals and products that leave a lasting brand impression

Curated holiday collections are powerful concepts, but their true value is unlocked when they are integrated into real experiences. A travel kit becomes more than convenience when placed in-room as a thoughtful welcome. A festive ritual goes beyond skincare when framed as a signature seasonal treatment.

A gift set becomes memorable when displayed with a story. And a seasonal twist on your hero product becomes a reason for loyal customers to return.

This is where your collections move from products to experiences. By embedding them into rituals, touchpoints, and stories, you ensure that each holiday launch leaves not just a sale, but a lasting brand impression.

How to integrate rituals and products that leave a lasting brand impression

Seasonal Spa Rituals

Product Offer: Limited-edition treatments built around festive scents, indulgent textures, and star ingredients

Why It Works: Guests expect holiday services to feel immersive, indulgent, and worth sharing

Business Impact: Elevates treatment menus, justifies premium pricing, and creates memorable touchpoints that inspire repeat visits

In-Room Touchpoints

Product Offer: Holiday minis or limited-edition amenities placed in villas, hotels, or resorts

Why It Works: Small details surprise and delight, turning a stay into something personal and thoughtful

Business Impact: Enhances guest satisfaction, strengthens brand recall, and encourages upsell into full-size retail products

How to integrate rituals and products that leave a lasting brand impression

Retail Storytelling

Product Offer: Gift sets and holiday edits presented with ingredient stories, scent inspiration, and seasonal narratives

Why It Works: Customers connect emotionally when products carry meaning, not just function

Business Impact: Captures peak gifting demand, increases basket value, and positions your brand as premium and memorable

Signature Brand Moments

Product Offer: Hero products reimaged with a seasonal twist through scent, texture, or design

Why It Works: Familiar favorites feel new, creating excitement without risk

Business Impact: Retains loyalty, drives repeat purchases, and reinforces brand identity during the most competitive season

Defining the Holiday Experience

01 | **The power of ingredients.** Star botanicals deliver real results while capturing the indulgence, warmth, and freshness of the season.

02 | **Scents that tell the story.** Holiday fragrances spark emotion and memory, instantly connecting guests to the spirit of celebration.

03 | **Textures that transform rituals.** Silky oils, whipped butters, and playful gels turn care into festive, memorable experiences.

04 | **Your brand, brought to life.** With the right ingredients, scents, and textures, your holiday edit becomes an experience that defines your brand.





Let's create your Holiday Edit

Your Holiday Edit will not only meet customer expectations but also create memorable brand experiences.

The Holiday Edit Sept-Dec 2025 Edition, Pearl Naturelle



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