



NATURAL PERFUMERS GUILD

Artisan Natural Perfumers Guild â€“ Natural Aromatics Take Center Field In Rapidly-growing Guild For Perfumers And Fragranced Products Manufacturers as Guild is Relunched

Natural Perfumes in the 21st Century are a new twist on an ancient art, and the Guild perfumers are dedicated to creating luxurious, gorgeous perfumes using classical French perfumery techniques.

For Immediate Release

MIAMI SHORES, Fla./EWORLDWIRE/Sep. 29, 2006 --- Discussion of natural perfumes is now a staple on the Internet as evidenced by Anya McCoy's hosting of a Yahoo Group with over 1000 members dedicated to using natural aromatics in perfumed products. The interest in natural perfumery - which she defines as the use of only natural aromatics to scent perfume and body care and home products - has grown tremendously in the past few years. Internet perfume blogs and forum members now talk about natural perfumes, and stores now carry natural perfumes alongside more mainstream fragrances.

Many felt it was the right time to reestablish the Artisan Natural Perfumers Guild as an organization to help and encourage this development.

At the request of Mandy Aftel, the founder of the Guild, McCoy launched the Guild with several goals:

- Educate the public about the beauty of natural perfumes
- Build the natural perfumery community
- Welcome enthusiasts (which would have been called apprentices in the Guilds of the past)
- Create a mentoring program for them
- Help guide the art of natural perfumery regarding standards sourcing exquisite aromatic materials and marketing

A trend has become a marketing reality, and the Guild has a growing international membership as some of the most famous names in natural perfumery realize the benefits of being Guild members. Natural perfumers in the Guild include: Aftelier Perfumes, Anyas Garden Perfumes, Artemisia Natural Perfume, Ayala Moriel Parfums,

Desire in Sunlight Perfumes, Ecco Bella Fleur de Lis Perfumes, Jeanne Rose Perfumery, JoAnne Bassett Le Bijou Perfumery, Leslie Faye Parfums and Gifts Mundo Botanica, Passion Flower Perfume, Prodarom Grasse Institute of Perfumery, Sharini Parfums Naturels, Strange Invisible Perfumes and ZZs Petals Perfumes.

The Associate members of the Guild are body care, toiletry, soap and scent product makers who use natural aromatics in their products. The Supplier members of the Guild provide the highest-quality aromatics base oils and waxes and other materials necessary to create high-end natural, aromatics and some of them also produce scented body care products.

McCoy is a Miami-based perfumer and designer. She received a B.A. in Economic Botany from the University of California Riverside and a Masters in Landscape Architecture from SUNY. Her perfume line is Anya's Garden based on botanical, fantasy and historic gardens.

More information can be found online at www.artisannaturalperfumers.org.

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