

TRIED AND TESTED

DISCOVER OUR FRAGRANCE FAVOURITES

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Junior Copywriter / 2 months ago

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Welcome to our highly coveted list of first-class **(fragrances)** — curated from the beautysphere's latest and greatest launches, and with each being tipped to trigger an olfactory addiction. In fact, just call us your fragrance fairy godmother, because with nothing but a blasé spritz of these luxurious elixirs, you can travel from London's iconic Dean Street to the Mojave Desert and beyond — no plane (or PCR test) required.



MIDDLE EASTERN ALLURE

After swiftly rising through the ranks, KAYALI has more than proven its worth as a force to be reckoned with among the industry greats. Each beguiling addition to their layer-friendly range is an instant sell-out, and the **(KAYALI Invite Only Amber 23)** is set to be no different. Having undergone 23 rigorous rounds of testing and sniffing until Mona Kattan settled upon its final blend, the intoxicating mix of creamy and comforting vanilla with sandalwood, amber resin, cypriol, musks and patchouli will deliver an unshakeable feeling of seduction and empowerment. Warm and decadent, these notes are then layered with middle notes of citrus leaf, rose centifolia and rose damascena to add a hint of sweetness, alongside invigorating top notes of succulent black cherries rolled in roasted hazelnuts and tobacco leaf — glazed with Honey de Provence. Inspired by the rich heritage of the Middle East and its cultural ritual of combining and layering fragrances to develop your very own unique, multifaceted scent that's bespoke to you, Mona recommends layering KAYALI Invite Only Amber 23 with either **(KAYALI Vanilla 28)**, **(KAYALI Déjà Vu White Flower 57)** or **(KAYALI Sweet Diamond Pink Pepper 25)**.

THE ENHANCED FOREST

Bringing the outdoors in, **(The Nue Co.'s)** Forest Lungs dumps the outdated and sexual appeal of perfumery — instead opting to create a fragrance that's made with the actual wearer in mind. Rather than making you smell more appealing to others, this scent is set to enhance how *you* feel by harnessing phytoncides, which are organic compounds derived from plants. 'Phytoncides' literally translates to 'exterminated by the plant' — they're naturally emitted by trees' immune systems and are credited with being responsible for that feeling of carefree freedom that you get while walking through nature (or 'forest bathing'). With so many of us spending most of our time indoors and behind a screen, this sensory supplement counters the effects of everyday stress — just as if you'd gone outside for a soothing walk in the woods. It boosts immunity and stimulates your parasympathetic nervous system to ease feelings of stress and anxiety. The fragrance itself is woody and smoky, featuring cedarwood, vetiver and pine — punctuated with clean resin and tart citrus notes.



LONDON IS CALLING

When **(hair care)** extraordinaire Jet Atkin joined forces with French perfumers to try her hand at scenting, the beautysphere rejoiced. Case in point: **(OUAI Haircare's)** **(Dean Street Eau De Parfum)**. An ode to London's Dean Street and an embodiment of the city's 'cool' spirit, this scent harnesses uplifting notes of citrus, apricot, rose, magnolia, blossom and musk. Previously used to delicately scent the brand's popular range of hand and body care, it's no surprise that this slightly zingy, floral and warm fragrance has ventured out on its own.

THE GOLDEN STATE

Celebrating the soulful beauty of the Californian desert, industry royalty **(BYREDO)** has carefully cultivated an enticing composition of musky ambrette, fresh Jamaican nesberry, powdery violet, crisp amber, warm chantilly musk and cedarwood. Titled **(Mojave Ghost)**, this potion is an ode to the rare ghost flower that blooms in the xeric wilderness of the Mojave Desert, and is sure to capture the hearts (and noses) of beauty gourmands around the world — evoking memories, feelings and emotions while leaving an enchanting sillage in its wake.

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Humeara is a Junior Copywriter at Cult Beauty. A self-professed 'beauty obsessive' (no, really, you should see her excessive selection of serums), she can usually be found somewhere rattling on about sunscreens or showering in green eyeshadows. Her other hobbies include knitting, sleeping and walking her saluki through Hampstead Heath.

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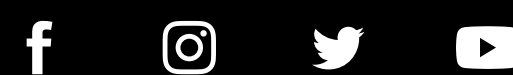
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