

# My Concept

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## Quality, Beauty, Simplicity & Effectiveness

As is the case with many products, when it comes to pure enjoyment, the differences can be enormous when comparing quality. Think wine, olive oil, chocolate, cigars, perfume, caviar, cheese and the list goes on.

### *Interior perfume is no exception...*

Jaye Niemi - a name that has become synonymous with exquisite fragrances for living. Specializing in fine fragrances for the home and living environment, the Jaye Niemi suite of products utilizes nature's essential oils and combines them with contemporary design and the latest scent discoveries & technologies. The result is the most innovative, beautiful Interior Perfume products available - fragrances for your space and all those whom you chose to share it with.

The founders, husband & wife duo David & Shirlene Woppenkamp, share a common philosophy - pleasure comes from doing simple things, beautifully. Both believe simple everyday events can become a pleasure when done beautifully. Drinking purified water from beautiful stemware. Stirring coffee with a smooth, long handled spoon. Spreading jam with a finely crafted weighted spatula. Entering a room that smells delicious. And it is this love of beautiful things that started them on their exciting journey.

Shirlene, aka Jaye Niemi, an interior perfume stylist, has been scenting living environments (homes offices hotels etc) for 15 years. Her expertise is specifically in the interior perfume industry and she is a recognized specialist in this field. Jaye's experience differs from traditional aromatherapists and perfumers in that she has been entirely focused on the art of scenting the living environment. Her passion, expertise and complete focus is on the feelings, enjoyment and moods created by using beautiful aromas in the right areas and for the right occasion, and her love of design has meant delivering these scents in the most stylish and innovative ways.

David is a perfectionist with an eye for detail. His R & D background, which involved designing and establishing manufacturing systems, provided the skills need for this duo to release their signature suite of exciting products.

Together, their primary focus is on making the living environment more pleasurable. Together, their goal is to continue enjoying simple pleasures.

*Taken with permission from www.jayeniemi.com*

precious woods & vetiver ~ living verbena ~ gingerlily & waterfruits ~ tuberose & sandalwood  
Come in-store to experience the gorgeous Jaye Niemi fragrances

## Aroma Reeds

## educate your senses fragrance layering

**Ambient Scent** - Aroma Reeds  
*simple. tactile. ambient.*

Soft, subtle scenting designed to gently permeate your environment throughout the day, keeping your home beautifully scented with little effort. A background scent deliciously but delicately detected as natural air currents move throughout your space.

**Mood Design** - Scented Candles  
*sensual. beautiful. palpable.*

Work, Play, Love Relax. Unite fragrance + flame for more perceptible, palpable environmental scenting. Introduce the perfect scent for the right occasion, to achieve a desired ambience. Change to suit your mood or combined to create a signature moment. And once extinguished, lays quietly poised ready for the next invitation.

**Fragrant Living** - Room Mists  
*instant. delicious. effective.*

Using fragrance in your everyday life. Instantly dispel unwanted odours, freshen musty spaces, enliven a room. Spritz bed linen for sensuality or atomize your space to overcome cooking odours. The occasions are endless but the moment is now.

Aroma Reeds, Scented Candles and Room Mists are designed to compliment each other and harmonize beautifully to create your own sensory living zone. We call this "Fragrance Layering Space"

The 3 facets of Fragrance Layering Space:

- Ambient Scent - background fragrance
- Mood Design - creating an ambience
- Fragrant Living - functional fragrance