





RETURN TO THE BREATH
CLEANSE. CARE. BEGIN AGAIN.

VERDEN

INTRODUCTION

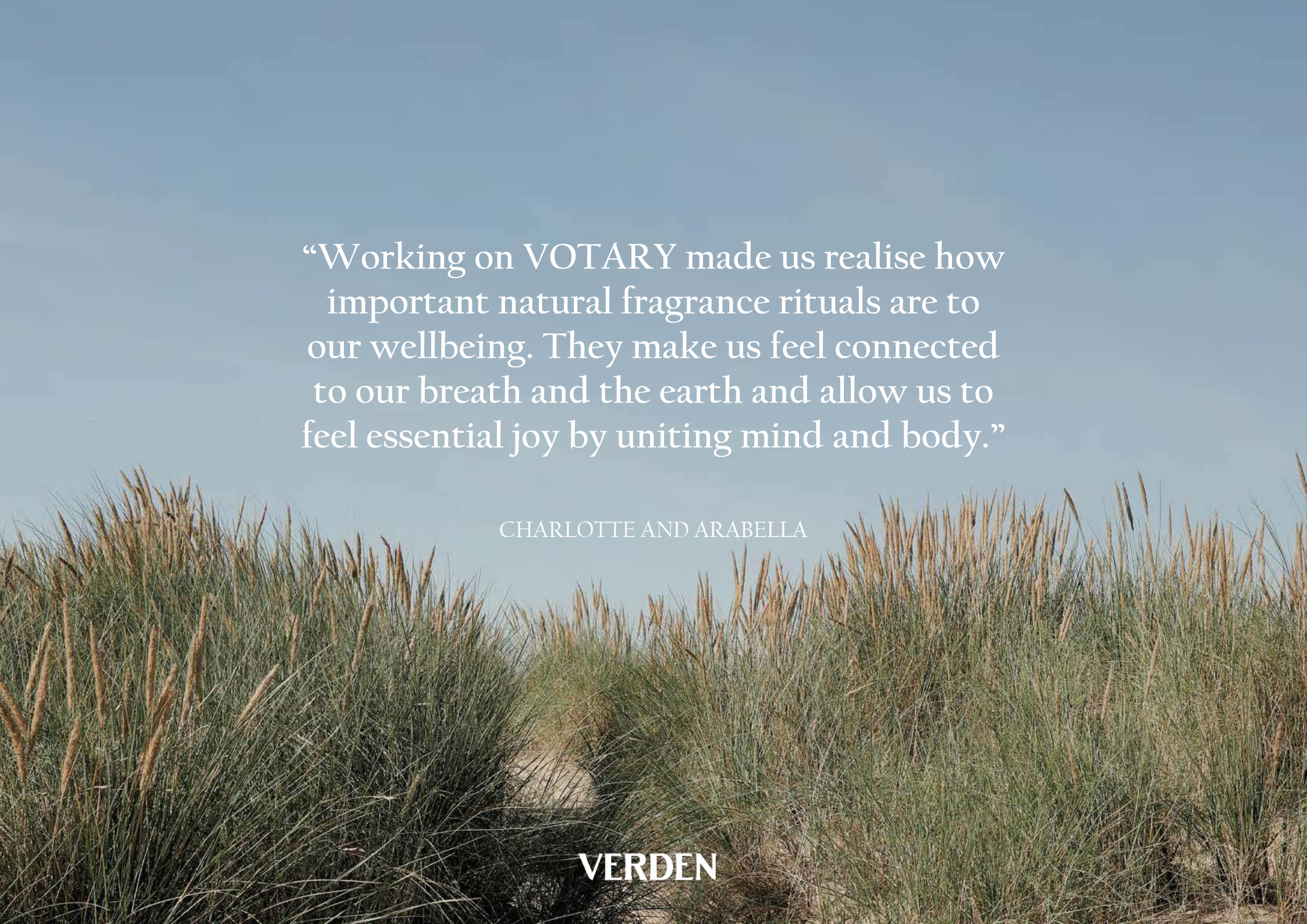
THE VERDEN VISION

Meaning 'the world' or 'the earth' in Danish, VERDEN is a natural fragrance brand for bath, body and home.

VERDEN was founded by Charlotte Semler and Arabella Preston – the team behind VOTARY skincare. While working together on VOTARY, they became aware of how important natural fragrances and self-care rituals are to wellbeing and happiness. The beauty of fragrance lies in the joy of the memories and the emotions it evokes.

This inspired Charlotte and Arabella to create a brand that is totally dedicated to the delights and pleasures of natural fragrance.



A photograph of a field of tall, golden-brown grasses, possibly beach grass, under a clear blue sky. The grasses are in the foreground and middle ground, with some taller stalks reaching up. The sky is a uniform light blue.

“Working on VOTARY made us realise how important natural fragrance rituals are to our wellbeing. They make us feel connected to our breath and the earth and allow us to feel essential joy by uniting mind and body.”

CHARLOTTE AND ARABELLA

VERDEN



INTRODUCTION

THE VERDEN PHILOSOPHY

VERDEN is inspired by the simplicity and focal role of nature in Charlotte's Danish childhood memories. Charlotte returned to her childhood beach house after decades away and realised that it was the immersion in unchanging nature – water, landscape and fragrance, as much as the endless summer light – that brought her back to happiness.

VERDEN roots itself in natural fragrance, and aspires to help you reconnect with your happiness in every moment of selfcare.

100%
|
NATURAL
FRAGRANCE

100%
|
CRUELTY
FREE

100%
|
VEGAN
FRIENDLY

In addition, VERDEN is a member of 1% for the Planet. This means we donate 1% of gross annual sales to environmental charities.



INTRODUCTION

VERDEN CUSTOMERS AND COMMUNITIES

Verden draws customers from three overlapping consumer segments:

NATURE LOVERS

People who have discovered that nature makes them happy.

They are motivated by VERDEN's natural fragrances and commitment to sustainability in product, packaging and membership of 1% For The Planet.

INTERIOR DESIGN AFICIONADOS

People who invest time and emotion in their home's aesthetic.

They discover VERDEN via interiors influencers and interior designers who are Verden collaborators. For example H&GI00 and Beata Heuman.

WELLNESS SEEKERS

People on a journey to feel better in mind and body.

Their gateway to VERDEN is via the branded breathwork app, workshops, and wellness hospitality partners.

VERDEN PRODUCTS

VERDEN launched in November 2021. The assortment spans across a range of bath, body, and home fragrance products.

THE CORE VERDEN FRAGRANCES

D'ORANGERIE An uplifting, bright infusion of citrus and orange blossom

HERBANUM The purifying, botanical essence of fresh herbs and wild grasses

ARBOREALIST An intense and moody blend of woods and smoky greens

NOCTURNE A dreamy, comforting blend of soporific herbs and lavenders



D'ORANGERIE



A FRESH, BRIGHT INFUSION OF CITRUS AND ORANGE BLOSSOM

HERBANUM

THE PURIFYING, BOTANICAL ESSENCE OF FRESH HERBS AND WILD GRASSES

ARBOREALIST



AN INTENSE AND MOODY BLEND OF WOODS AND SMOKY GREENS

NOCTURNE

A DREAMY, COMFORTING BLEND OF SOPORIFIC HERBS AND LAVENDERS

HAND AND BODY WASH



Available in D'Orangerie, Herbanum,
Arborealist • RRP £35

A gentle, effective wash for frequent use.
Enriched with pumpkin seed oil and glycerine, and
boosted with Vitamin E.

100%
|
NATURAL
FRAGRANCE

95%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

99%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

HAND AND BODY BALM



Available in D'Orangerie and
Arborealist • RRP £55

A nourishing and hydrating balm with a smooth
velvet finish. Enriched with chia seed oil, shea butter,
oat extract, and Vitamin E.

100%
|
NATURAL
FRAGRANCE

99%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

99%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

BATH OIL



Available in Herbanum and
Arborealists • RRP £85

A rich and indulgent bath oil to care for skin,
body and mind. Enriched with passion fruit
seed oil and grape seed oil.

100%
|
NATURAL
FRAGRANCE

100%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

14%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

HAND CREAM



Available in D'Orangerie, Herbanum,
Arborealist • RRP £25

A rich and nourishing formula, absorbs instantly
to leave hands soft and supple. Enriched with
carrot seed oil, shea and cocoa butters.

100%
|
NATURAL
FRAGRANCE

95%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

70%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

SCENTED CANDLES



Available in all fragrances • RRP £55

Vegetable wax candle with lead-free wick. Light up this candle to infuse your space with your space with evocative natural fragrance.

100%
|
NATURAL
FRAGRANCE

100%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

6%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

REED DIFFUSERS



Available in D'Orangerie, Herbanum,
Arborealist • RRP £45

VERDEN Reed Diffusers deliver long-lasting
natural fragrance – bringing the purity and
wellbeing of the natural world into your home.

100%
|
NATURAL
FRAGRANCE

100%
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

10%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

BODY POLISH



Available in Herbanum • RRP £40

A potent and hydrating body polish that leaves skin immaculately smooth and soft. Enriched with coconut oil and shea butter.

100%

NATURAL
FRAGRANCE

100%

NATURAL
PRODUCT

100%

RECYCLABLE
PACKAGING

100%

VEGAN AND
CRUELTY FREE

MAGNESIUM NIGHT BALM



Available in Nocturne • RRP £30

A soothing shea butter balm with 25% magnesium.

Infused with Nocturne: a dreamy, comforting
blend of soporific herbs and lavenders.

100%
|
NATURAL
FRAGRANCE

98 %
|
NATURAL
PRODUCT

100%
|
RECYCLABLE
PACKAGING

70%
|
POST-CONSUMER
RECYCLED PACKAGING

100%
|
VEGAN AND
CRUELTY FREE

SLEEP MIST



Available in Nocturne • RRP £30

Mist generously over your pillow to summon soothing associations and joyful dreams. Apply to pulse points to enhance your evening breathwork practice.

100%

NATURAL
FRAGRANCE

95 %

NATURAL
PRODUCT

94%

RECYCLABLE
PACKAGING

100%

VEGAN AND
CRUELTY FREE



CONTACT

For further enquiries, please contact us at:

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