

The Launch of Certified Natural Perfumery



Left: Mesha in her lavender field

The International Perfume Foundation (IPF) recently launched a Directory for Certified Natural Perfumers worldwide. The Directory is the first step in responding to a growing number of questions consumers have been asking about the contents of perfumes and the importance of natural products in their lives. One very special perfumer is Mesha Munyan who started her business as a lavender grower and processor before introducing her own lines of perfume. Here is Mesha's story:

testing. Encouraging other growers and distillers to create quality essential oils is the ultimate mission of my workshops. Good perfumery is driven by the scent of the finest quality oils.

You are a natural perfumer, so when did you make the choice to become a natural perfumer instead of following the majority of the brands making synthetic perfumes. What led you to make this choice?

My choice to become a natural perfumer was of the highest calling. I was distilling my own pure ingredients, some with hundreds of complex natural components that operate as a whole. Why would I want to pollute them with inferior or toxic aroma chemicals? We are surrounded by these damaging components in our own household products. I believe we must discern the healthy path in our selection of both foods and aromatic products. I am pleased to offer a health driven choice in this market.

Where can we find your perfumes? Are you distributed worldwide?

My natural perfumes can be found on my website, meshaz.com. You can reach me there with additional questions. I offer international shipping.

Below: Rose petal distillation



Where are you based?

I am fortunate to live on a five acre rural lavender farm on the Olympic Peninsula in Sequim, Washington, USA. I am surrounded by forest land, near seas and snow capped mountains. My perfume studio has a bank of windows to inspire and display my distillation gardens.:

How did you start? What was the first scent that made you decide to become a perfumer? When was that?

After 20 years of blending essential oils for body products, I began distilling my unique lavender cultivars for essential oils fit for the finest perfumes. I was inspired by international awards for my lavender distillations. I could not buy oils as fine as my own, so I developed my perfume line to feature high quality, unadulterated raw materials.



Lavenders became my passion to distill and capture unique variations of hundreds of cultivars. Pink and white, as well as a full range of violet tones are grown and distilled on my property. My depth of understanding this essential oil lead me to develop "Lavender Sommelier"™ nose-training workshops to evaluate essential oils beyond GCMS

Left: Distilling lavender



Can you give us an idea what type of person buys your product? From which country are most of them from? Do you have many European clients?



My buyers are so diverse. I have been surprised to find a range of young health minded consumers who getting back to the natural order of living things and the benefits therein. The number of well educated men who enjoy my products astound me. I design natural perfumes to satisfy myself ultimately, and find close connections with my customer base.

Do you think the use of social media can spread the message of natural perfume as a healthier alternative?

I do believe that social media is an excellent vehicle to illustrate the message of natural perfume as a healthy choice. Many people are not aware of the choices to be made, or how to find genuine products. There is massive deception using descriptive language versus actual materials used to create products. How does one discern the difference? Truth in advertising is important here. We must start with our own companies as the foundation of that integrity. I never want to confuse my customer or give them reason to doubt that my brand would ever compromise

on this subject. Transparency by education, illustration and evaluation is key. For example, I can illustrate the cultivation and distillation of my lavender essential oils. I can document with GCMS analysis and compare by nose testing. Others can learn about this raw material and apply the training to evaluate other materials. We need to develop high standards for our ingredient selections to establish these truths. This is a high calling for the community of natural perfumers, but who better to uphold this standard for personal and environmental health of our world? This is our mission field. Let us offer this illustrated education though social media to benefit others.



The international Perfume Foundation is a non profit organisation based in Brussels with representation worldwide. Certified Natural Perfumers Directory <http://www.perfumefoundation.org/certified-natural-perfumers.html>

The pictures and text of the 32 day campaign RECONNECT WITH NATURE are downloadable on: <http://www.perfumefoundation.org/download.html>