

CARTA



sensualize your brand
with bespoke fragrance

| discovery phase

2-3 hours

Our journey begins with a deep dive to explore what your brand will achieve through olfactory branding, your personal vision for your ideal signature scent, and your desired palette of sustainably-sourced ingredients. We will pinpoint your customers' needs, analyze price points, and determine a working budget for the final product.



development phase |

3-6 months

After finalizing the brief, I will create three drafts of your fragrance. You can select a draft from this first round to develop further or request a second round of drafts. Three rounds of drafts will be delivered in total. The finished fragrance comes with a detailed description of its scent notes for marketing purposes.

| additional services

I can provide documentation for your final formula including IFRA documentation, material safety data sheets (SDS), and allergen listing, (required for international shipping).

I also love working with clients from scent development to product launch. My consulting services include branding, packaging, and developing auxiliary products (body care, candles, etc.) utilizing my connections with vetted suppliers and designers.

pricing |

discovery + development phases | \$5,000

additional rounds of formula development | \$250 p/hr

documentation | \$250 p/ document

consulting | \$250 p/hr or project rate depending on scope



heather@cartafragrances.com