

SCENTERPRISES

Innovative Scent Experiences & Fragrances



Communicating with fine scents for impactful experiences and products



Women's Event—Patricia Gourlay Lingerie Boutique- Connecticut



Explore. Inspire. Collaborate. Communicate

Sue Phillips. Scenterprises Founder. Fragrance Expert. Scentrepreneur®

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Communicating with fine scents for impactful experiences and products

The Scentarium – an oasis in the heart of Tribeca, New York



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CELEBRITIES AT THE SCENTARIUM



Where celebrities go to create their own fragrances and you can too!



THE SCENTARIUM

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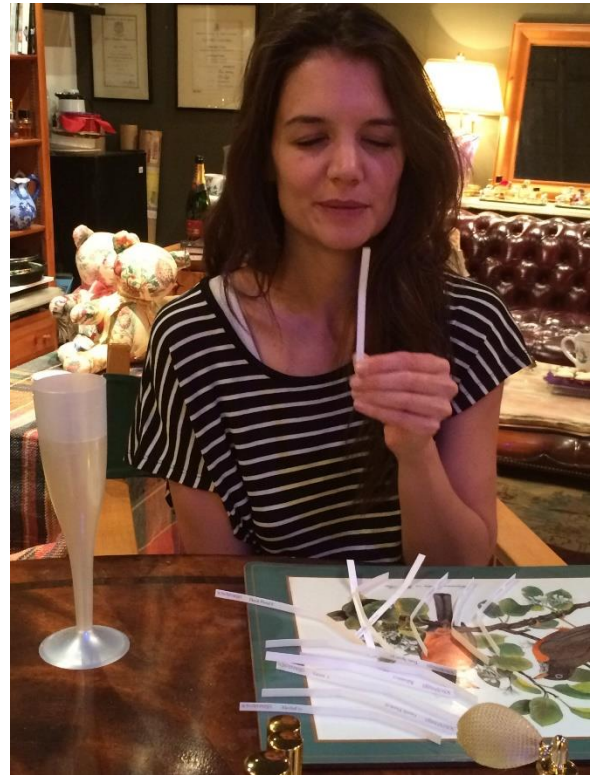
CELEBRITIES at THE SCENTARIUM



Jamie Foxx



Zendaya



Katie Holmes



Lisa Vanderpump



Laurence Fishburne



Susan Sarandon

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FRAGRANCE BARS

Citigold

Wealth Management

FRAGRANCE BARS are ideal for 'experiences' – Corporate Teambuilding Events

Which ingredients make up different fragrances? Our interactive Fragrance Bar is a fun way to explore scents for interactive fun Corporate Teambuilding event

We deconstruct, evaluate and reconstruct your brands or we select 'prestige' recognized commercial fragrances to explain the construction of scents.

Our Teambuilding Events are fun, interactive and memorable! We divide the group into teams and give a briefing on fragrance. They develop a branding strategy, marketing & advertising campaign, positioning statement, distribution and selling strategy, and a fragrance with packaging ideas to present to the group. The group leader, VP and selected manager/experts evaluate the presentations and campaigns, and the winning team's fragrance becomes the company's fragrance brand. All formulas are stored in our database for future reordering.



Corporate Event at The Scentarium

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CORPORATE EVENTS

HOW FRAGRANCE MAKES SENSE FOR YOUR COMPANY

Sue Phillips is sought after by leading organizations to assist in unique branding, communications, team building and special events. By taking people out of their natural work environments and helping them to explore the powerful communicative values of senses and olfactory properties, Ms. Phillips inspires innovative creativity and impactful thinking.

Standard corporate events include a *Fragrance Journey* to create individual perfumes for each participant in a group setting. These journeys commence with *The Scenterprises Scent Personality Quiz™* to identify olfactive preferences - Fresh, Floral, Woodsy or Oriental. Then participants learn about the magic and mystery of fragrance and how to evaluate and create extraordinary personalized blends. Each participant leaves with a sample of their unique 'formula' decanted into an elegant designer-color atomizer and a Certificate of Registration in Scenterprises' proprietary private database for future reorders and consultation. Group rates are offered for 20, 50, 100 and 200 plus.

Customized offerings, individually designed to achieve specific corporate objectives, include Fragrance Bars, Workshops, Scent Dinners and Wine/Pairing tastings. Top outcomes for customized offerings include Charity, Corporate Entertainment, Branding Development and Support, Corporate Development and Training.

Sue leads a Teambuilding event for PINTEREST's Knit Con event -two sessions 40 people each





Kasey Spickard @TheFacebyKase



Pinterest Corporate Event- 2 groups of 40 each

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Lincoln Navigator MultiSensory Corporate Event



L I N C O L N



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LINCOLN



Lincoln Navigator MultiSensory Corporate Event



CORPORATE EVENTS

Partial client listing:

- | | |
|---|--|
| <ul style="list-style-type: none"> • AOL • Acadia Pharmaceutical • Altria Pharmaceutical • American Express • Bulgari • Carerite Centers • Citigold • Coty • DSW | <ul style="list-style-type: none"> • Google • Lincoln Navigator • L'Oreal • Merrill Lynch • MetLife • Pinterest • SC Johnson • Vail Resorts • Wells Fargo • Zurich Financial |
|---|--|

TESTIMONIALS

6/29/2018 **Derrick L. - Citigold**

Overall this was an awesome experience. Sue and her staff were professional, knowledgeable, courteous and obviously love what they do. This is a great date idea or even for taking out clients. Either way, whoever you take will be impressed. I plan on coming back with my girlfriend for a more in depth consultation and so that my significant other can share the experience. Highly recommended!

7/23/2018 **Michelle M - Vail Resorts** Thank you so much for a wonderful evening! I loved the scent experience and our clients did too. Thank you so much for sharing photos and I will be in touch when we embark on our next event. All my best, Michelle

8/8/2017 **Velkis M - Guidepoint Global** I loved the experience with Sue and discussing various fragrances. She is one of those individuals that makes you feel as if you've always been friends. She is funny, charismatic and very knowledgeable. As for the fragrances, they are phenomenal, they all smell airy, refreshing, romantic, and pure. Her perfumes describe me and command presence when I wear them. They can even be layered together. Thanks Sue for such a great and unique experience.

6/4/2017 **Melody M - Zurich Financial/American Express**

Thank you so much again for participating in our luncheon! I believe everyone enjoyed the discussion and were so excited about the fragrance experience. Your staff was wonderful to work with as well. Good luck with your future plans for Scenterprises! Kindest Regards, Melody



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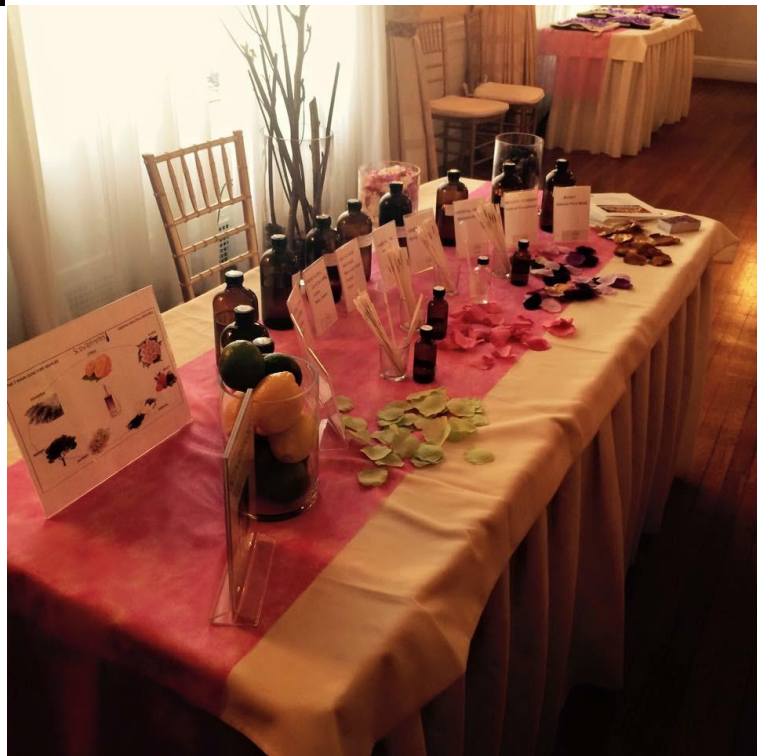
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Sue – Keynote speaker at the Japanese American Women's Event

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Japanese American Cultural Discovery Fragrance Event



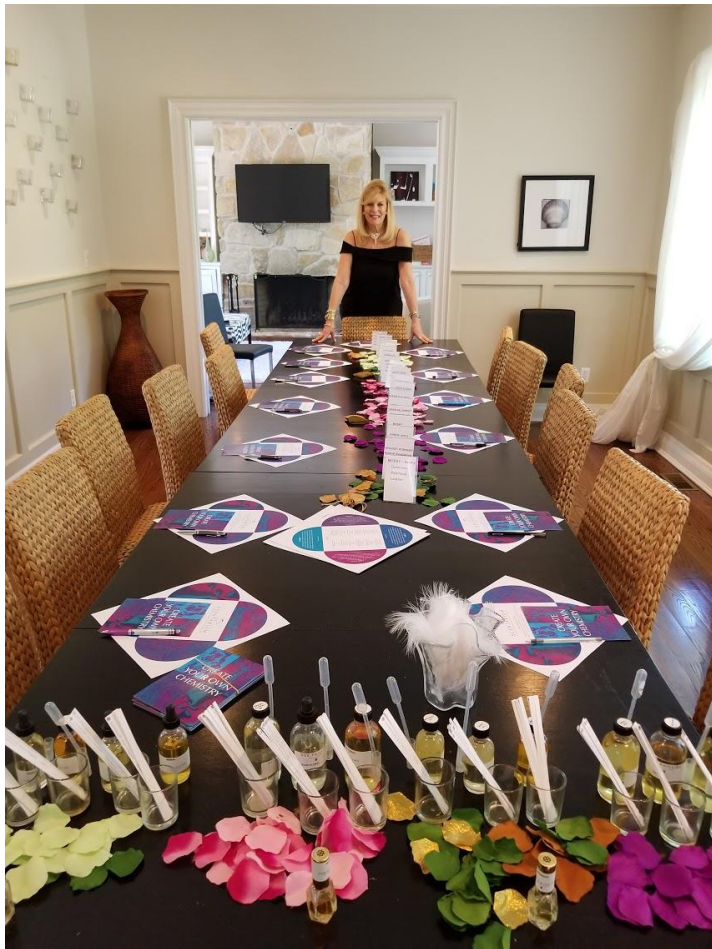
TEAMBUILDING EVENTS

HOW FRAGRANCE MAKES SENSE FOR YOUR TEAM

Wondering how to innovatively thank your clients; to effectively motivate your team; and to create remarkable Corporate Events and memorable Meetings?

Our Sense of Smell is the strongest human sense after Sight which triggers memories and emotions. Everytime someone experiences a fragrance, they will be reminded of the event, a loved one, a product, or the occasion.

Our Scent experiences are suitable for events for everyone of all ages: 43% of our business is with men and they love it!



Corporate Teambuilding Event in the Hamptons for Event Planners

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DSW

DESIGNER SHOE WAREHOUSE®



DSW Corporate Summer Client event

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SPRING EVENT WITH LUXURY MARKETING COUNCIL



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TEAMBUILDING MILLENIAL EVENTS



43% of our business is with men



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WEDDING EVENTS & OTHER SCENTERTAINMENT™



Surprise. Delight. Scentertaining™



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WEDDING EVENTS

HOW A FRAGRANCE EXPERIENCE MAKES PERFECT SCENTS.

Create a memorable event bridal event for your special day. Our Fragrance Bars are fun and interactive. Deliver a positive experience which will further remind your guests of your wonderful celebration.

Our Fragrance bar includes exquisite perfume blends which can be combined in our refillable atomizers to create a unique 'formula' for every guest.



Celebrate Bachelorette Parties, Bridal Showers and Wedding Events.

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BRIDAL EVENT – PERFUME FAVORS



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FRAGRANCE WORKSHOPS



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SCENT DINNERS

HOW FRAGRANCE, FRIENDS & FOOD MAKES FOR A “SCENTERTAINING” EVENING

Enjoy a multi-sensory experience at a fabulous Scent Dinner where every course is paired with fragrance, flavors and wines.

Sip Sniff & Savor™ offers a memorable event for high net-worth clients and Sue collaborates with a renowned Chef to create the ultimate, exceptional dining experience for guests to enjoy. Every course is introduced with a flavor of the course, matching scents to bask in, and a culinary feast of wine and food to show how flavors and fragrances are intertwined.

At the end of the gustatory themed dinner, guests receive a custom perfume created with all the scent ingredients they have evaluated. Every time they wear the fragrance they will be reminded of the event.



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Our Fragrance Ingredients



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Scentsory Dinner pairing food, flavor, and fragrance

Featuring:

International Fragrance

Expert **Sue Phillips** of

SCENTERPRISES LTD &

Chef Tagere Southwell,

Executive Chef at the GE

Monogram Design Center:

150 East 58th Street 10th FL

GE Monogram Design Center

June 4, 2013 6:00 – 9:00pm



For lovers of all things
sensual, flavorful and
"scentsory!"

This unique dining
experience will take
your Scent quotient to
new heights!

Discover the magic and
mystery of exquisite
ingredients used in
fragrances, food and
wines – and indulge in
the pairing of Flavors,
Scents and Wines for
this incomparable,
unique "scentsational"
event. You will be
guided on a fragrance
journey to explore the
tantalizing aromas!



Our sense of smell is the most
powerful of all the senses
(after sight), yet the most
ignored and forgotten. Smell
and taste are totally
intertwined and without our
olfactory sense, we lose our
sense of taste and one of life's
extraordinary pleasures.

This Multi-Scentsory event starts with mouth-watering
Hors d'oeuvres and sparkling champagne followed by a
three-course meal created by Chef Tageré and a "scent
journey" presented by Sue Phillips, International
Fragrance Expert (created perfumes for Tiffany,
Burberrys, Trish McEvoy and many others). Paired with
fabulous wines, this Scentsory dinner will be a gustatory
delight - Educational, Scentertaining, Creative,
Interactive and FUN! Guests leave with a custom
fragrance created by Sue, as a memento of the
Evening's "scentsational" experience!

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Wells Fargo Scent Dinner for high networth clients



WELLS FARGO

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PERFUME PARTIES

HOW FRAGRANCE, FRIENDS & FOOD MAKES FOR A “SCENTERTAINING” EVENING

Sue Phillips, president of Scenterprises™ and creator of TIFFANY, BURBERRY'S and many iconic fragrances will take you on a 'fragrance journey' to create your own 'bespoke' or Signature Perfume!

You start with a Scent Personality quiz to learn about which Olfactive families you prefer - Fresh, Floral, Woodsy, Oriental. Then we take you on a 'fragrance journey' to learn about the magic and mystery of Fragrance, to evaluate extraordinary blends ranging from sparkling citrus notes of grapefruit, bergamot, mandarin to warm sensual notes of amber and spices; heady florals and luscious, exotic fruity notes...A bouquet of magnificent aromas!

Then combine 3 or 4 blends you love and voila your unique 'formula' is decanted into an elegant designer-color atomizer. Leave with your Custom Creation and receive a Certificate of Registration; we keep your formula in our database for ease of reordering. It's fun, educational, & 'scentertaining'™



Multi-Sensory 'scentertaining' fun experience at a private home in the Hamptons

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TV Anchor Rita Cosby and friends trying their fragrances



Bridal Shower – Perfume Bar



Garden Club of Connecticut Members Event

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THEMED BIRTHDAY PARTIES



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WE COME TO YOUR LOCATION

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WE ARE INTERNATIONAL

Educational Fragrance Workshop in Galicia Spain



Sue interacting with students

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PRESS COVERAGE

Partial Press

The New York Times

NYTIMES.COM



COSMETIC WORLD



COMMERCIAL
OBSERVER



BUSTLE



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ABOUT SUE PHILLIPS

Sue Phillips, founder of Scenterprises Inc., is a globally-recognized expert in the fragrance, cosmetics, and personal care fields. From an early age Sue has had a love affair with scents. Today, when she encounters a strange yet familiar fragrance, she is immediately transported back to her roots in South Africa.

Sue Phillips has held executive positions at Elizabeth Arden, Lancôme, Paris, and as Vice President of Fragrance for Tiffany & Company, developed the first iconic TIFFANY perfume for the 150th anniversary.

Sue has launched perfumes and colognes for leading fragrance brands. She created fragrances for TIFFANY, BURBERRY, TRISH McEVOY, LANCASTER, DIANE VON FURSTENBERG, AVON, TRISH McEVOY and many celebrities.

As a fragrance expert, Sue recognizes and anticipates trends and launched a successful Custom Bespoke Perfumery, The Scentarium in Tribeca, New York. She has been recognized as a leading expert with numerous awards such as Innovator of the Year (Schnepps Communications), Woman of Influence (TJ Martell) and Rising Star (FGI)



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THE SCENTARIUM

Sue launched The Scentarium in February 2014, a lovely 'oasis' in the heart of Tribeca, New York City, where she guides clients on a "fragrance journey" to help them discover their Olfactory personality. It has been written up as the "best" place to create Custom Scents and perfect for Men and Women.

Ideal for small groups (approximately 15 – 18), this interactive, fun, innovative, Scentertaining™ experience is perfect for Corporations, Teambuilding, Bridal Showers, and Perfume Parties for all occasions. Celebrities and Fortune 500 clients such as AOL, CITIBANK, GOOGLE, MERRIL LYNCH, PINTEREST, SC JOHNSON, WELLS FARGO and hundreds more have all held their client and employee events at The Scentarium.

By Appointment contact us at info@scenterprises.com or call 917-449-1134



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Why wear what everyone else wears, when you can create your own?



SUE PHILLIPS - SCENTREPRENEUR®



Perfume brands created by Sue Phillips:
Tiffany, Burberry, Trish McEvoy, Diane Von Furstenberg for Avon