

ICONIC. PURE. ORIGINAL.

2026



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The Evolution of a Premium Fragrance Brand

The evolution of the ipuro brand is guided by a clear, long-term vision, shaped by the values and standards of its founder, Christian Gries. The goal is to establish ipuro as one of Europe's leading home fragrance brands, building on it's successful history with consistency, foresight and uncompromising quality.

Drawing on a strong heritage, ipuro has developed into an independent brand of significant economic relevance, while retaining its agile, entrepreneurial spirit. This combination of experience and dynamism forms the foundation for the next step in the brand's journey: sharpening ipuro's positioning as a premium brand and leveraging its success in the DACH region as a springboard for expansion across Europe.

At the heart of the brand lies an iconic product: the signature reed diffuser with its three characteristic sticks. It created instant recognition and set benchmarks in the market. This foundational success story embodies the essence of ipuro. Building on this, the brand continues to evolve – iconic in its presentation, clear in its design language and authentic in its promise – with the goal of gradually introducing ipuro to additional European markets. The initial focus is on established core regions, with a clear vision for sustainable growth beyond them.

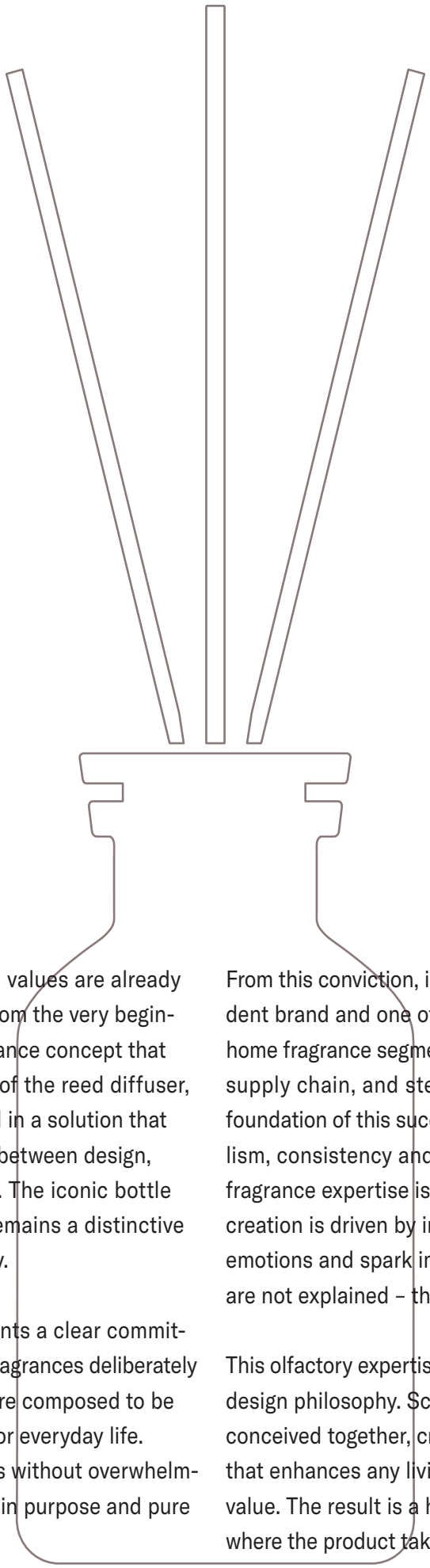
ipuro positions itself as a premium brand with a deliberately broad appeal. It's high-quality fragrances are designed to meet diverse needs. On one hand, there are collections offering an excellent price-performance ratio, bringing premium quality to a wider audience. On the other, ipuro offers lines for those who value intricate fragrance compositions, refined design and exclusive olfactory complexity.

The product range follows a clear principle: every line combines carefully crafted scents with a high level of design sophistication. Fragrance profiles range from minimalist, precise compositions with a few carefully selected notes to complex creations with layered depth and premium ingredients. What unites them all is a consistent commitment to quality, placing purity, balance and refinement at the centre.

At ipuro, scent and design merge into a seamless, holistic experience. Design is not merely a frame – it is an active expression of the brand. The reduced, timeless design language gives each product presence in any space and makes the character of the fragrance visible. The result is an object that delights the senses while standing as an elegant ipuro design piece within the interior. The interplay of fragrance, atmosphere and design defines the unmistakable core of ipuro.

ipuro combines sensual fragrance worlds with timeless aesthetics and uncompromising quality. Every product reflects a clear philosophy: elegant in appearance, balanced in scent and consistently premium in execution. The result is a brand experience that harmoniously unites minimalism, sophistication and sensory impact.

Iconic.
Pure.
Original.



These three fundamental brand values are already embedded in the name ipuro. From the very beginning, ipuro has stood for a fragrance concept that thinks differently. As a pioneer of the reed diffuser, founder Christian Gries believed in a solution that would redefine the relationship between design, scent and everyday practicality. The iconic bottle with its three signature reeds remains a distinctive hallmark of the brand to this day.

At the same time, ipuro represents a clear commitment to purity and quality. Our fragrances deliberately avoid synthetic heaviness and are composed to be pleasant, balanced and suited for everyday life.
A scent solution that fills spaces without overwhelming them, iconic in design, clear in purpose and pure in effect.

From this conviction, ipuro has grown into an independent brand and one of the leading providers in the home fragrance segment. Reliable availability, a robust supply chain, and steady high-quality form the foundation of this success, delivered with professionalism, consistency and a long-term vision. At ipuro, fragrance expertise is at the heart of everything. Each creation is driven by inspiration, designed to evoke emotions and spark imagery in the mind. Our scents are not explained – they are experienced.

This olfactory expertise is complemented by a strong design philosophy. Scent and environment are always conceived together, creating a harmonious interplay that enhances any living space and adds tangible value. The result is a holistic fragrance experience where the product takes centre stage: visible, percep-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ipuro cuir

tible and inspiring. ipuro's strength lies in the deliberate balance between accessibility and aspiration. The brand not only regards premium as a value of exclusivity, but also as a promise of quality that can be experienced across different product worlds and price points. This philosophy allows ipuro to address a broad audience while maintaining a clearly defined premium attitude.

Each fragrance is developed with the same level of care, regardless of its complexity. From consciously reduced compositions with a focused selection of notes to more elaborate creations with layered depth, every scent follows a consistent quality standard. The emphasis remains on clarity and harmony, a refined olfactory experience that feels natural and unobtrusive in everyday life.

Design plays a decisive role in translating this philosophy into a tangible experience. Beyond aesthetics, it functions as a tool that connects fragrance, space and usage. The reduced and timeless design language ensures that each product integrates seamlessly into a wide variety of interiors while retaining a distinctive identity.

Through this holistic approach, ipuro creates products that go beyond just a fragrance. They shape the atmosphere, enhance living spaces, as well as offer lasting value through thoughtful design and reliable quality. This consistency across scent, form and function reinforces ipuro's position as a premium brand defined by balance, longevity and trust. Beyond individual products, ipuro strives to inspire everyday luxury and well-being.





Each collection blends timeless elegance with thoughtful innovation, offering scents that tell stories, evoke memories and transform spaces into immersive experiences. Every fragrance and design choice is carefully considered to harmonise aesthetics, function and olfactory pleasure, creating products that are both captivating and enduring. Through this combination of craftsmanship, creativity and expertise, ipuro turns everyday rituals into refined, memorable moments. Each creation invites a personal connection, allowing scent to become a part of daily life. Subtle details and quality materials ensure that every interaction feels intentional and luxurious.



Engineered in Germany.
Produced in Europe.



For more than twenty years, ipuro has been a pioneer in creating luxurious home fragrances. What began as an idea has evolved into a living philosophy: harmonising scent and design in perfect balance. The eight collections invite you to discover the ideal fragrance for every mood, every room and every special moment. ipuro's scents are pure, intense and precise. Only the highest-quality ingredients make their way into the timelessly elegant bottles. The alcohol base allows each nuance to unfold freely, creating an authentic and harmonious olfactory experience.

From iconic classics like ipuro noir to other collections, every fragrance becomes a small daily luxury, leaving a lingering impression. Each drop tells its own story. It encourages moments of relaxation, invites you to experience your surroundings anew and inspires conscious pauses in the day. In this way, ipuro transforms everyday spaces into sanctuaries of calm, inspiration and sensuality – moments that resonate long after they are experienced. Excellence is always at the heart of ipuro. Every fragrance is composed in Germany and crafted in Europe.
In close collaboration with renowned houses such as Frey & Lau in Hamburg, exceptional creations come to life through the expertise of Europe's most experienced perfumers. Production in Turin blends Italian flair for style with German precision. That standard can be felt in every composition.

Every ipuro fragrance begins its journey with meticulous care and artisanal precision. Behind each perfect composition stand skilled perfumers, carefully selected ingredients and production processes that guarantee the highest quality. From the initial creative concept to the finished bottle, the journey showcases the fusion of European craftsmanship, tradition and contemporary design.

At ipuro's production sites in Germany and Italy, this philosophy is brought to life every day, giving each product its unmistakable ipuro quality.

Innovation Meets Tradition

Founded in 1836, Frey & Lau has combined courage and foresight for over 180 years. The company began as a traditional pharmacy and gradually evolved into a steam factory producing essential oils, essences and pharmaceutical tinctures, laying a foundation that continues to define quality and expertise.

Today, Frey & Lau operates as a globally connected provider with products successfully distributed in more than 120 countries. Fifty-five distribution partners support a worldwide presence. All business areas, including essential oils, flavors, perfume oils and aroma chemicals, are centralised at a single location. Now led by the fourth generation, the company is guided by clear principles of stability, vision and cohesion. State-of-the-art sensory centres are used to precisely test the fragrance and flavour profiles of each product. Systematic procedures, expert panels and stability assessments ensure that every creation meets the highest standards.

Sustainability and responsibility are central to every decision, from daily operations to long-term planning and investment. This commitment has been recognised by EcoVadis with a Silver rating, demonstrating the company's dedication to quality, trust and forward-looking practices.



Since 1996, at the heart of Turin: GEA Profumi transforms ideas into refined fragrance experiences – precise, innovative and full of emotion.





Fragrance Creations with Italian Precision

Since 1996, GEA has been at the heart of Turin, where a small room of ideas has grown into a centre of passion, precision and innovation. Each fragrance and composition is created with careful attention to aesthetics, intended to enhance everyday life with elegance, luxury and a sense of well-being. Excellence, reliability and transparency are not merely values but the very foundation of GEA's identity.

The challenge lies in understanding customer needs and responding with flexibility and decisiveness. From the initial inspiration to production, bottling, logistics, quality control and shipping, every step of the value chain is carefully orchestrated to ensure products that meet the highest standards and captivate the senses.

With years of experience, GEA transforms even the most complex concepts into tangible fragrance experiences. Serving both small businesses and international retail chains, the company's range spans from accessible scent lines to exclusive luxury compositions. Every creation reflects close collaboration, creative expertise and individuality.

GEA understands that fragrance is not just about scent – it's about the stories it tells. Each composition becomes a unique sensory journey, bringing ideas and visions to life while uniting design, fragrance and quality at the highest level. A GEA fragrance evokes emotion, memory and inspiration, creating spaces that delight, products that move and solutions that combine functionality, aesthetics and sensory pleasure.


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ipuro Exclusive —
Purest Sensuality

The ipuro *Exclusive* line captivates with noble raw materials, exceptional fragrance compositions and the finest perfume oils. Crafted with masterful precision and a refined sense of quality, our perfumers create purist, elegant scent worlds of remarkable depth. Sophisticated designs featuring diamond-cut details and metallic finishes emphasise the luxurious character of the collection. Five distinctive creations come together in a fragrance selection designed to express every personality with effortless elegance.

ipuro Santal Blanc



Room fragrance 500ml | Room fragrance 240ml | Scented candle 270g | Refill 240ml | Refill sticks

The moment of pure serenity as sparkling wild orchid and pristine sandalwood are illuminated by enveloping touches of gold.

HEAD: Citrus, Bergamot
HEART: Roses, Fruity Notes
BASE: Cedarwood, Amber

ipuro Thé Épicé



Room fragrance 500ml | Room fragrance 240ml | Scented candle 270g | Refill 240ml | Refill sticks

Where Japanese-grown matcha green tea fuses with sparkling lemon, invigorating cardamom, somber sandalwood and divine jasmine.

HEAD: Grapefruit, Black Pepper
HEART Note: Rose, White Flowers
BASE Note: Cedarwood, Oakmoss

ipuro Sage Sublime



Room fragrance 500ml | Room fragrance 240ml | Scented candle 270g | Refill 240ml | Refill sticks

Invigorating sage meets sublime mineral notes. A lively and sensual composition that takes you to untouched nature.

HEAD: Lime, Sage
HEART: Lavender, Sandalwood
BASE: Musk, Patchouli, Oakmoss


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ipuro Oud Intense

A mesmerising treasure hunt through the manifold orient: glistening saffron, captivating incense and creamy sandalwood blend with opulent oud accords.

HEAD: Violet Leaves
HEART: Saffron, Lavender
BASE: Sandalwood, Cedarwood



Room fragrance 500ml | Room fragrance 240ml | Scented candle 270g | Refill 240ml | Refill sticks

ipuro Fève Tonka

Sweet like dessert! Warm vanilla and aromatic tonka bean meet delicate nuances of rose. Exquisite, creamy sandalwood provides that special note.

HEAD: Tonka Bean, Vanilla
HEART: Heliotrope, Rose
BASE: Musk



Room fragrance 500ml | Room fragrance 240ml | Scented candle 270g | Refill 240ml | Refill sticks


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Crafting a Premium Experience — ipuro's Brand Transformation



ipuro has evolved from a successful retail brand into a fully independent premium brand. While preserving its strong heritage, the brand has been carefully refined to meet contemporary expectations. Strategic brand management, a compelling digital presence and a cohesive appearance across all touchpoints now define ipuro's modern identity.

At the heart of this evolution lies a comprehensive redesign of the brand system. Far beyond a new logo, a complete set of visual and communicative elements was developed, including a distinctive icon, modular and dynamic brand assets, digital applications, modern typography, a clearly defined visual language and a consistent tone of voice. Together, these elements form a holistic brand framework that ensures high-quality, forward-looking experiences across all channels.

Building on this foundation, ipuro has strengthened both the experiential and strategic dimensions of the brand. Every product, campaign and interaction reflects the core values of elegance, clarity and quality. From packaging and in-store presentation to digital storytelling and social media, all touchpoints work together to communicate ipuro's premium positioning in a coherent and confident way.

The redesigned brand system offers flexibility without compromising consistency. Modular elements and dynamic assets allow the brand to adapt to different markets, seasonal collections, limited editions and new product launches while maintaining a recognisable identity. Design, imagery, typography and tone of voice are guided by the ambition to harmonise fragrance, design and lifestyle into a seamless whole.

This approach underscores ipuro's commitment to longevity and sustainable growth. By combining innovation with heritage, the brand expands confidently into new markets, engages new audiences and strengthens trust among long-standing customers.

ipuro not only positions itself as a creator of high-quality home fragrances, but also as a premium lifestyle brand defined by refinement, craftsmanship and sensory depth.

Every fragrance and collection is developed with meticulous attention to detail. Carefully composed scents meet thoughtfully designed packaging to create products that engage the senses and establish an emotional connection within a space. Innovation continues to inspire new concepts, limited editions and collaborations that reflect contemporary trends while remaining true to ipuro's core values. The result is a brand expression that feels timeless yet modern, accessible yet aspirational.

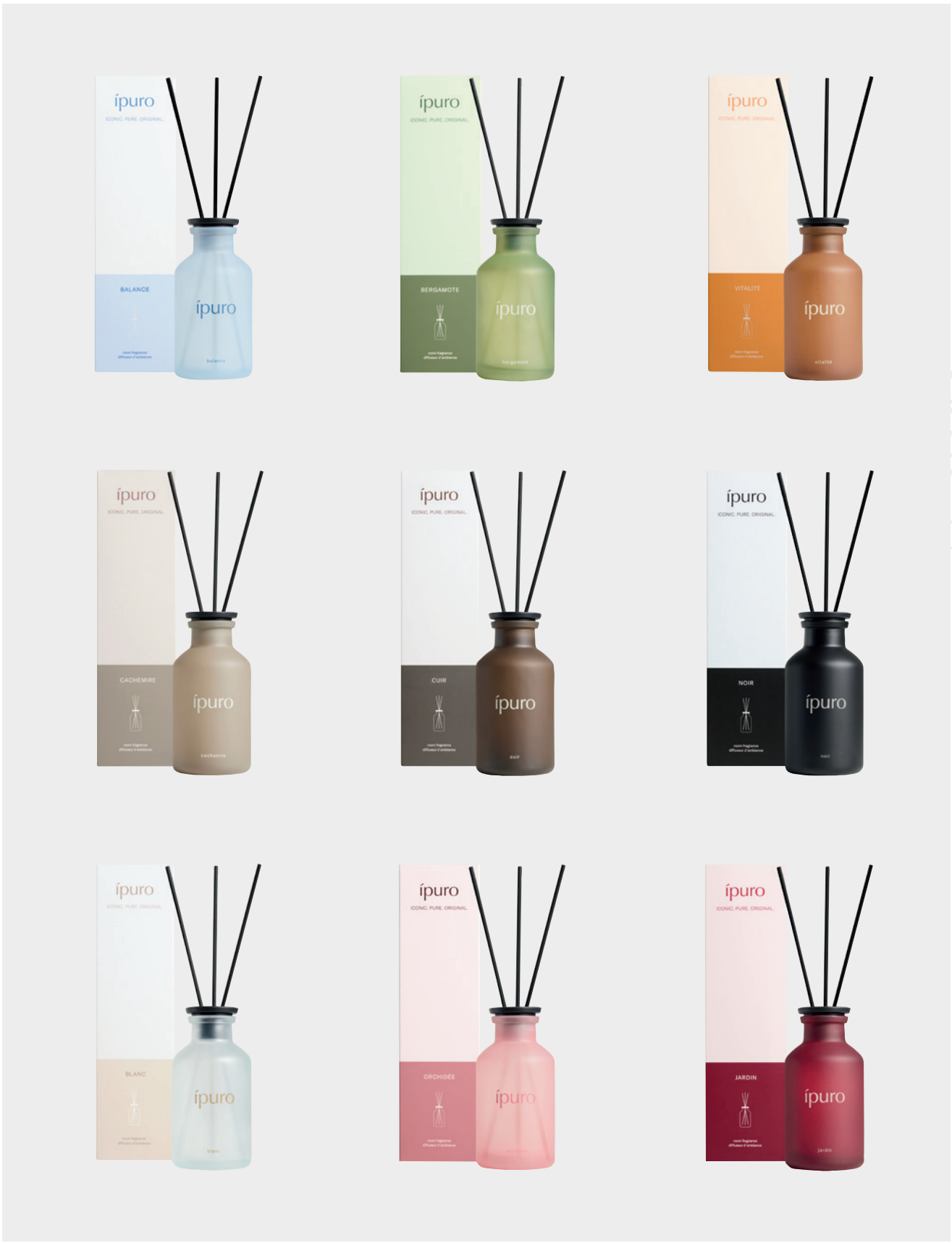
ipuro stands for more than fragrance. It is the art of transforming everyday spaces into extraordinary experiences through a subtle and authentic fusion of scent, design and lifestyle. Fragrance becomes a quiet medium of expression, shaping atmospheres and emotions without dominating them.

Design plays a central role in translating this philosophy into tangible experiences. Each product is conceived as a refined design object, reduced in form, balanced in proportion and precise in detail. Materials, colours and finishes are carefully selected to integrate seamlessly into a wide range of interiors while maintaining a strong brand identity. This design-led mindset extends into retail, brand spaces and digital touchpoints alike. Shop-in-shop concepts, exhibitions and online platforms follow the same principles of clarity, restraint and understated luxury. Across physical and digital environments, ipuro delivers a consistent, elegant and emotionally resonant brand experience.

Ultimately, ipuro's transformation is an ongoing process rooted in heritage and driven by innovation. It is guided by a clear strategic vision, a strong design philosophy and a deep understanding of sensory experiences. This balance defines the brand's premium character and enables ipuro to create experiences that feel contemporary yet enduring, personal yet universally appealing, while ensuring consistency, relevance and emotional resonance across all touchpoints as the brand continues to evolve with confidence and clarity.

The new icon: a contemporary interpretation of the brand's identity, capturing both lightness and timeless elegance at a single glance.





The ipuro *Classic* collection appears in a refreshed design, bringing familiar fragrances into a modern brand expression.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ipuro Classic —
Timeless Scent Experiences

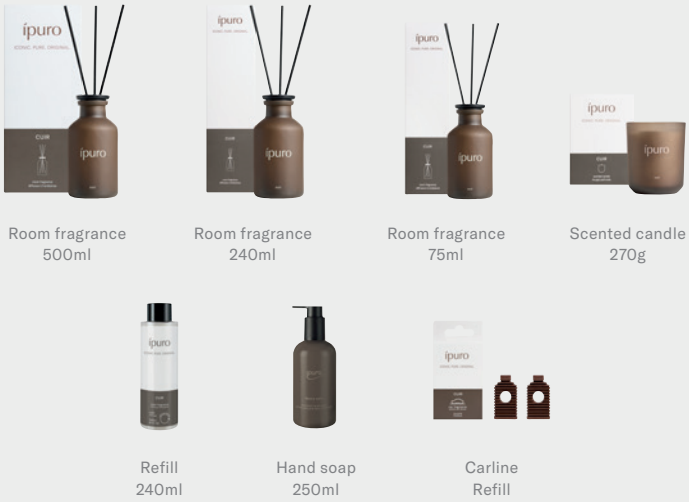
Exquisitely composed fragrances from the ipuro *Classic* line create a subtle atmosphere and blend harmoniously into a wide range of interiors. The minimalist, elegant design emphasises the collection’s clear and timeless character. With this versatile range, from room fragrances to scented candles, your home is transformed into a place of refined sensuality and enduring elegance. Nine carefully balanced scents, ranging from airy maritime notes to mysterious oriental accords, offer a diverse selection. This makes it easy to find the perfect fragrance within the ipuro *Classic* line for every room and every individual preference.



ipuro Cachemire

Delicate rose and spicy currant float above fine cedarwood and precious amber. A warm embrace on cold days.

HEAD: Lemon, Bergamot
HEART: Rose, Violet
BASE: Musk, Cashmere Wood



ipuro Cuir

Sparkling citrus notes meet creamy vanilla, warm leather, and dark woods. A fragrance like a sensual touch, like fireworks of emotions.

HEAD: Leather, Citrusy
HEART: Jasmine, Saffron
BASE: Cedarwood, Musk

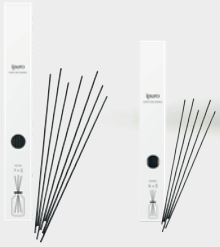


ipuro Noir

Elegant rose, mysterious patchouli and creamy sandalwood meet fresh eucalyptus and sweet coconut. An oriental composition straight out of One Thousand and One Nights.

HEAD: Orange, Lavender
HEART: Jasmine, Peony
BASE: Patchouli, Tonka





Available for all fragrances:
Refills and sticks –
sustainable and practical!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balance

ipuro Balance

Airy maritime notes transport your thoughts to a place of boundless peace and lightness.

HEAD: Orange, Bergamot
HEART: Water Lily, White Tea
BASE: Timber Wood, Moss



Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml | Carline Refill

ipuro Bergamotte

Enjoy Asian freshness with green lime and invigorating lemongrass.

HEAD: Lemongrass, Bergamot
HEART: Mint, Lemongrass
BASE: Slightly Woody



Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml

ipuro Vitalité

Enjoy the combination of refreshing rosemary and tangy ginger, which will give your home new energy and a wellness atmosphere.

HEAD: Rosemary, Orange
HEART: Ginger, Thyme
BASE: Cedarwood, Patchouli



Room fragrance 500ml | Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml

ipuro Blanc



Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml | Carline Refill

Elegant geranium and cool mint blend with creamy sandalwood. A fragrance as fresh and pure as warm summer rain.

HEAD: Lemon, Bergamot
HEART: Mint, Lemon Balm
BASE: Sandalwood, Moss

ipuro Orchidée



Room fragrance 500ml | Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml

Fruity notes of Sicilian lemon and juicy peach entwine with a bouquet of powdery violet and sweet Lily of the Valley.

HEAD: Orchid, Lemon
HEART: Lily of the Valley, Peach Blossom
BASE: Timber Wood, Tonka

ipuro Jardin



Room fragrance 240ml | Room fragrance 75ml | Scented candle 270g | Refill 240ml | Hand soap 250ml

Set off to a hidden garden, discover exotic flowers and fruity treasures.

HEAD: Lime, Bergamot
HEART: Magnolia, Rose
BASE: Carnation, Amber


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ipuro Limited Edition —
Scented Moments from Around the World

Discover fragrances that tell stories of distant places of longing. The ipuro *Travel the World* line captures emotions and transforms them into multifaceted scent worlds, inspired by some of the most beautiful destinations around the globe. Spicy nuances from Mexico, the salty ocean breeze of Hawaii, oriental opulence from Dubai and the sun-drenched elegance of the Amalfi Coast invite you on an olfactory journey. With ipuro *Travel the World*, a collection awaits that awakens wanderlust and creates truly special moments.


ipuro
AMALFI
ipuro
MEXICO
ipuro
HAWAII
ipuro
DUBAI

ipuro Limited Edition — Travel the World





ipuro × Hawaii

Light, tropical and defined by natural harmony, this fragrance captures the relaxed spirit of Hawaii. Fruity notes of watermelon, passion fruit and mango blend seamlessly with floral accents of hibiscus and rose. Creamy vanilla and refined woods gently round off the composition, creating a sense of calm, openness and tropical serenity.

HEAD: Watermelon, Lemon Peel, Passion Fruit
HEART: Rose, Heliotrope, Red Hibiscus, Mango
BASE: Cedarwood, Vanilla, Sandalwood

ipuro × Dubai

Glamorous nights, warm desert air and oriental refinement – this fragrance is a tribute to the captivating aura of Dubai. Sparkling pink pepper and subtle cinnamon notes meet the juicy sweetness of pear, opening a sensuous interplay. Floral accents of jasmine merge with the velvety depth of ripe dates, while sandalwood and dark chocolate lend the composition a mysterious depth and elegant warmth.

HEAD: Bergamot, Pink Pepper, Cinnamon, Pear
HEART: Solar Cream, Jasmine, Orange Blossom, Date
BASE: Chocolate, Vanilla, Sandalwood, Musk



Scented candle
270g



Room fragrance
240ml



Gift set
2 × 50ml



Room fragrance
240ml



Scented candle
270g





ipuro × Amalfi

A familiar classic, reimagined: the beloved ipuro *Amalfi* fragrance presents itself in a new design and under a new name. Inspired by the unmistakable beauty of the Amalfi Coast, this elegant composition unfolds with sparkling citrus notes and delicate floral nuances.

HEAD: Raspberry, Cassis Buds, Lemon
HEART: Freesia, Rose, Heliotrope
BASE: Cedarwood, Vanilla, Sandalwood

ipuro × Mexico

Vibrant and full of colour, this fragrance reflects the lively energy of Mexico. Juicy mandarin and exotic fruits open the composition with fresh dynamism, while cactus fig adds an unexpected, succulent note. Arabian jasmine and light floral accents bring an airy elegance, complemented by sandalwood and amber for warm, sensual depth – a fragrance full of vitality and character.

HEAD: Mandarin, Lavandin, Exotic Fruits, Mango
HEART: Prickly Pear, Geranium, Arabian Jasmine, White Flowers
BASE: Orris, Amber, Vetiver, Sandalwood



Scented candle
270g



Room fragrance
240ml



Gift set
2 × 50ml



Room fragrance
240ml



Scented candle
270g

ipuro Limited Edition — Love Edition

A collection that makes love tangible. Two sensual fragrances capture a sense of intimacy and closeness within every bottle. Each scent envelops the senses, creating moments of warmth and connection. Designed to linger softly in the air, these fragrances transform any space into a haven of affection and emotion.





ipuro Love's Embrace

A warm and inviting fragrance: sparkling notes of orange, mandarin and mango bring fresh vibrancy. A floral heart of tuberose, violet and iris unfolds, wrapped in creamy coconut sweetness. Sandalwood, mossy accents and sensual musk complete the composition with a soft, comforting finish.

HEAD: Orange, Mandarin, Mango, Lotus
HEART: Tuberose, Violet, Iris, Coconut
BASE: Sandalwood, Moss, Amber, Musk



Room fragrance
240ml

Scented candle
270 g

ipuro Vibrant Love

As diverse and colourful as love itself: mandarin, grapefruit and passion fruit exude a fruity lightness. The heart note blossoms in a symphony of Lily of the Valley, peony and orchid, enveloped by fine vanilla. Musky notes and subtle woody nuances provide a harmonious finish. A fragrance that connects hearts.

HEAD: Mandarin, Grapefruit, Pineapple, Strawberry, Passion Fruit
HEART: Jasmine, Lily of the Valley, Peony, Vanilla, Orchid
BASE: Musky Notes, Woody Notes



Room fragrance
240ml

Scented candle
270g

ipuro Limited Edition — Mountain Spirit

The magic of the mountains unites three refined fragrance compositions in a crisp, winter-inspired sensory experience. Each scent evokes the purity of snow-covered peaks and the serene beauty of alpine landscapes. Together, they create an atmosphere of freshness and tranquillity, inviting the senses to wander through winter’s calm elegance.



Room fragrance
240ml

Scented candle
270g

ipuro Aspen Style

Soft floral nuances meet warm, natural notes, subtly lifted by a touch of fresh citrus. A fragrance defined by clarity and balance, reminiscent of bright winter light, that brings a light, invigorating atmosphere to the colder season.

HEAD: Rose, Lemon
HEART: Cedarwood, Cyclamen
BASE: Musk, Tonka Bean



Room fragrance
240ml

Scented candle
270g

ipuro Cortina Lights

Aromatic herbs blend with warm woody nuances to create a distinctive fragrance world. Clear yet intense, the composition unfolds with quiet presence, reflecting the serene energy of winter landscapes and evoking a sense of purity and depth.

HEAD: Rosemary, Eucalyptus
HEART: Apple, Green Leaves
BASE: Timberwood, Moss



Room fragrance
240ml

Scented candle
270g

ipuro Kitzbühel Vibes

A refined interplay of spicy accents, precious saffron and delicate jasmine notes creates a warm, elegant aura. Like snow softly embracing a winter landscape, this fragrance seduces the senses – rich, sensual and defined by a quiet, comforting sophistication.

HEAD: Pepper, Lemon
HEART: Jasmine, Saffron
BASE: Cedarwood, Moss

ipuro Limited Edition — Christmas Town

This collection captures the cosy warmth and festive magic of the holiday season in every fragrance, filling spaces with a sense of comfort, celebration and timeless holiday charm. Each scent evokes the joy of twinkling lights, festive decorations and the anticipation of cherished moments. Together, they create an atmosphere that transforms any home into a welcoming, magical holiday retreat.



Scented candle
270g



Room fragrance
240ml



Gift set
2 × 50ml



Room fragrance
240ml



Scented candle
270g

ipuro Festive Rush

With its warm oriental depth, this fragrance transports you to streets aglow with festive lights. It captures the magic of the holiday season, when sweet spices, wintry aromas and the joyful anticipation of the holidays fill the air.

HEAD: Eucalyptus, Bergamot
HEART: Apple, Cinnamon
BASE: Amber, Vanilla

ipuro Glamour Nights

Oriental and glamorous: floral and woody accents merge into a festive fragrance, capturing the magic of sparkling Christmas evenings.

HEAD: Almond, Peach
HEART: Jasmine, Rose
BASE: Cedarwood, Vanilla



Room fragrance
240ml



Scented candle
270g

ipuro Velvet Almond

Fruity and refined, with irresistibly sweet almond: creamy, nutty nuances evoke a stroll through a festive Christmas market – filled with warmth, sparkling lights and the joyful spirit of winter.

HEAD: Almond, Cherry
HEART: Chocolate, Nut
BASE: Rice, Cream


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Passion For Design



At ipuro, design is the expression of a clear brand philosophy. It connects fragrance, product and space into a cohesive whole and gives the brand its unmistakable presence. A reduced design language, carefully selected materials and refined details translate ipuro's standards into an experience that feels calm, elegant and timeless.

This philosophy increasingly defines ipuro's retail presence. From shop-in-shop concepts and temporary installations to product presentations, trade fair appearances and the catalogue as a central brand medium, ipuro presents itself with clarity and confidence. The brand's appearance at the Ambiente trade fair marks a significant milestone in this development and offers a clear indication of ipuro's future as a premium lifestyle brand. Within the retail environment, every element is thoughtfully designed to reflect the brand's essence. Lighting, spatial structure and material choices interact to create an immersive setting that highlights both fragrance and identity. Visitors are guided intuitively through the assortment and invited to experience the products in an atmosphere that balances elegance with approachability.

Innovation remains a key driver of the brand's evolution. Seasonal collections, limited editions and curated displays are seamlessly integrated into the retail concept, allowing ipuro to remain dynamic while maintaining a consistent visual language. This flexibility ensures relevance and freshness without compromising aesthetic coherence or quality.

Looking ahead, ipuro envisions a fully immersive brand experience across physical and digital touchpoints. From flagship concepts to digital platforms, every interaction becomes an opportunity to communicate the brand's philosophy. This holistic approach extends from packaging and product design to digital storytelling and scent experiences at home, ensuring that ipuro's refined character is felt consistently.

Ultimately, ipuro creates more than fragrances. Through thoughtful design, sensory depth and a strong sense of identity, the brand transforms spaces into environments that inspire calm, emotion and lasting impressions. Every detail reflects a balance of aesthetic clarity, sensory depth and modern lifestyle relevance.



ipuro Atelier —
Scents with a Story

Inspired by precious raw materials from distant lands, the ipuro *Atelier* line unfolds a captivating depth. Exotic spices, floral nuances and carefully selected herbs create harmonious scent moments, while the refined flacon also serves as a decorative element within the space. The ipuro *Atelier* line is a homage to the art of perfumery, uniting aesthetic sophistication with a subtle sense of wanderlust.



ipuro Atelier Brun — Woody & Leathery

The intense and warm scent of cedar, moss and vanilla accentuated by a light freshness and resinous pine notes. This composition is enveloped by velvety leather. A soft fragrance specially designed to create a woody and warm atmosphere.

HEAD: Citrus, Bergamot
HEART: Amber, Rose, Spices
BASE: Woody, Balsamic, Leather, Patchouli



Vases



Diffusores
1000ml | 500ml | 250ml*
** recommended refill capacity*



Scented candles
2000g | 1550g | 735g | 245g



Diffusor refills
1000ml | 500ml | 250ml



Vases



Diffusores
1000ml | 500ml | 250ml*
** recommended refill capacity*



Scented candles
2000g | 1550g | 735g | 245g



Diffusor refills
1000ml | 500ml | 250ml

ipuro Atelier Gris — Warm & Elegant

Silky vanilla, surrounded by creamy amber notes, which are optimally balanced with warm sandalwood and an elegant musk tone. A fragrance that invites you on a fascinating journey through the magical world of the Orient.

HEAD: Floral
HEART: Vanilla, Oriental
BASE: Woody, Amber, Sandalwood





Diffusores
1000ml | 500ml | 250ml*
** recommended refill capacity*



Scented candles
1550g | 735g | 245g



Diffusor refills
1000ml | 500ml | 250ml

ipuro Atelier Blanc — Fruity & Ambery

A noble interplay of velvety paper with hints of peach, plum and vanilla are skilfully accentuated by incisive nuances of patchouli. The undescribed elegance of the colour white is reflected in this fine fragrance.

HEAD: Citrus, Plum, Peach
HEART: Fruity, Floral, Rose, Patchouli
BASE: WWoody, Musk, Vanilla, Sandalwood





ipuro Atelier Blanc — Floral & Powdery

A fragrance reminiscent of the soothing feeling of freshly washed linen envelops the room. This significant fragrance associates a white fabric interwoven with notes of chamomile, dry cedar and delicate musk.

HEAD: Citrus, Linen Breeze, Aldehydie
HEART: Floral, Orange Flower, Lily of the Valley
BASE: Woody, Cedarwood, White Musk, Sandalwood



Diffusores
1000ml | 500ml | 250ml*
** recommended refill capacity*



Scented candles
1550g | 735g | 245g



Diffusor refills
1000ml | 500ml | 250ml


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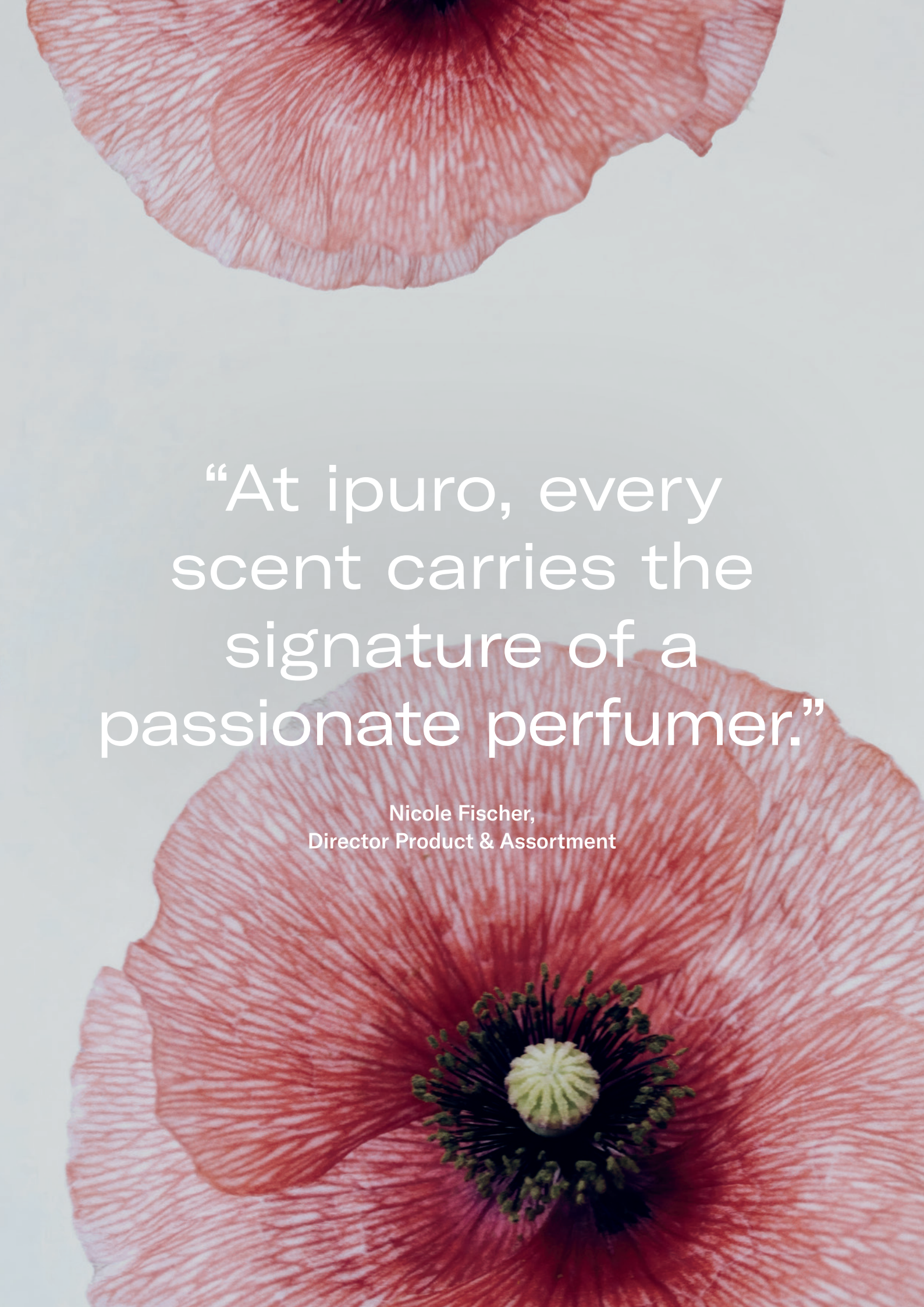

“At ipuro, every scent carries the signature of a passionate perfumer.”

Nicole Fischer,
Director Product & Assortment

Fragrance Expertise from ipuro — Excellent Room Fragrances



“Each ipuro fragrance creates a distinctive, memorable atmosphere.”

Nicole Fischer,
Director Product & Assortment



Excellent room fragrances have the power to positively influence our mood and transform a home into a place of well-being. The right fragrance can evoke emotions, memories, and create a sense of calm and peace. Not all fragrances are created equal – and this is where ipuro’s ‘fragrance expertise’ comes in. With decades of experience and a passion for high-quality fragrance creations, ipuro offers excellent room fragrances that not only smell unique in every sense, but are also consciously tailored to the needs of our senses.

Each fragrance is a meticulously crafted experience designed to enhance the atmosphere of your home, no matter the season or occasion. At ipuro, fragrance expertise means that every room fragrance is created by seasoned perfumers with extensive experience. They know precisely how fragrance notes harmonise and which combinations create a perfect sense of well-being. Our international perfumers only use high-quality raw materials to create complex fragrance compositions that will delight even the most discerning sense of smell. These compositions are carefully blended to provide a subtle yet lasting fragrance experience. Whether for everyday life or special occasions – ipuro room fragrances create a unique experience that will add value to everyday life. The fine selection and precise composition of fragrance notes create an atmosphere that promotes relaxation and enjoyment. From fresh, citrusy notes to warm, woody accents – the variety of ipuro room fragrances is virtually limitless. Each fragrance is designed to suit a variety of moods and preferences, whether you are looking to invigorate your senses in the morning or wind down with a calming scent at the end of the day. In our compositions, we strive for a perfect balance between aesthetics and functionality. The perfect symbiosis of both creates a holistic sensory experience. This results in unique moments that enhance quality of life and overall well-being.

Living room, kitchen or bedroom – high-quality ipuro fragrances are like companions that transform rooms into a home. Let the power of extraordinary fragrances fill your rooms and discover the diverse fragrance compositions in our collections. From elegant floral bouquets to earthy, grounding scents, ipuro offers a fragrance experience for every taste and occasion.


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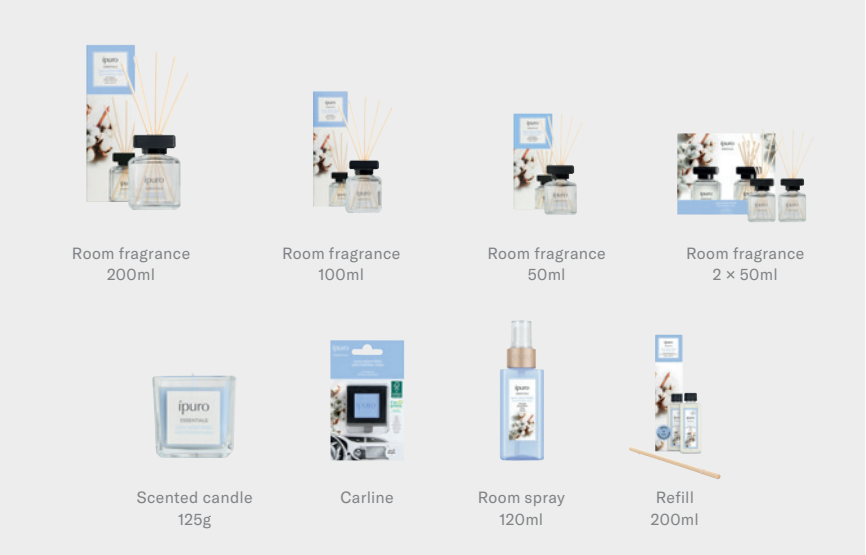
ipuro Essentials —
Inspiring Fragrance Variety

Immerse yourself in the world of ipuro fragrances. The *Essentials* line offers the perfect scent composition for every taste – from floral and fruity-fresh to aromatic or sweet. These fragrances accompany everyday life and create special moments wherever you are. Whether at home, in the car or in the office, ipuro *Essentials* enliven spaces and create a harmonious atmosphere. A wide product range ensures that every fragrance lover finds the right notes to suit their preferences.



ipuro Cotton Fields

Cotton Fields opens with a gentle top note of star anise, vanilla flower and geranium, exuding a delicate, aromatic freshness. In the heart note, rose, violet, cedarwood and vetiver unfold a clear, floral accord reminiscent of freshly washed cotton. The base note of tonka bean, vanilla and white musk lends the fragrance a creamy, soft depth and rounds it off harmoniously.

HEAD: Star Anise, Vanilla Flower, Geranium
HEART: Rose, Violet, Cedarwood, Vetiver
BASE: Tonka Bean, Vanilla, White Musk



ipuro Flower Bowl

Flower Bowl opens with top notes of mandarin, bergamot and orange, refined with cardamom and soft green nuances. This gives the fragrance its invigorating, summery lightness and freshness. In the heart note, Lily of the Valley, jasmine and violet unfold their delicate floral splendor, carried by cedarwood. The base note of amber and musk gives the fragrance a velvety depth that gently rounds off the floral freshness.

HEAD: Mandarin, Bergamot, Orange, Cardamom, Green Notes
HEART: Lily of the Valley, Jasmine, Violet, Cedarwood
BASE: Amber, Musk



ipuro Lime Light

The top notes combine litsea cubeba, orange and lemongrass to create a lively opening bursting with sparkling vitality. The heart note unfolds a floral bouquet of Egyptian geranium, Lily of the Valley, caraway and jasmine, lending the fragrance a gentle, natural depth. In the base note, orange blossom and vanilla flower round off the composition with softness and warmth. A touch of comfort after a moment of pure freshness.

HEAD: Litsea Cubeba, Orange, Lemongrass
HEART: Egyptian Geranium, Lily Of The Valley, Caraway, Jasmine
BASE: Orange Blossom, Vanilla Flower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ESSENTIALS
ipuro lime light
ipuro
ESSENTIALS
ipuro lime light
ipuro atmosphère citronée


ípuro
ESSENTIALS
ipuro white lily
ipuro pureté blanche
ipuro

ipuro Cedar Wood

Cedar Wood unfolds the lively freshness of orange and lemon in the top note, giving the fragrance a clear, invigorating start. In the heart note, cedarwood, rosemary and ylang ylang come together – a harmonious combination of woody strength, aromatic spice and floral softness. The base note of sandalwood, vanilla and ebony rounds off the composition with comforting warmth and gentle depth.

HEAD: Orange, Lemon
HEART: Cedarwood, Rosemary, Ylang Ylang
BASE: Sandalwood, Vanilla, Ebony


Room fragrance 200ml


Room fragrance 100ml


Room fragrance 50ml


Room fragrance 2 × 50ml


Scented candle 125g


Carline


Room spray 120ml


Refill 200ml

ipuro White Lily

White Lily unfolds the delicate freshness of peach and subtle tones in the top note, giving the fragrance a soft, pure opening. In the heart note, Lily of the Valley, jasmine and carnation blossom into a radiant bouquet of grace and lightness. The base note of white musk and cedarwood lends the composition a gentle, powdery depth. A fragrance that captures the pure elegance and beauty of white flowers.

HEAD: Peach, Clay
HEART: Lily of the Valley, Jasmine, Carnation
BASE: White Musk, Cedarwood


Room fragrance 200ml


Room fragrance 100ml


Room fragrance 50ml


Room fragrance 2 × 50ml


Scented candle 125g


Carline


Room spray 120ml


Refill 200ml

ipuro Soft Vanilla

Soft Vanilla opens with top notes of bergamot and vanilla, which are gentle and inviting. In the heart notes, licorice and vanilla combine their sweet and spicy warmth to create a feeling of security. The base notes of sandalwood, vanilla and musk round off the fragrance softly and harmoniously – a feelgood fragrance that envelops the senses and conveys a sense of cosy comfort.

Head: Bergamot, Vanilla
Heart: Licorice, Vanilla
Base: Sandalwood, Vanilla, Musk


Room fragrance 200ml


Room fragrance 100ml


Room fragrance 50ml


Room fragrance 2 × 50ml


Scented candle 125g


Carline


Room spray 120ml

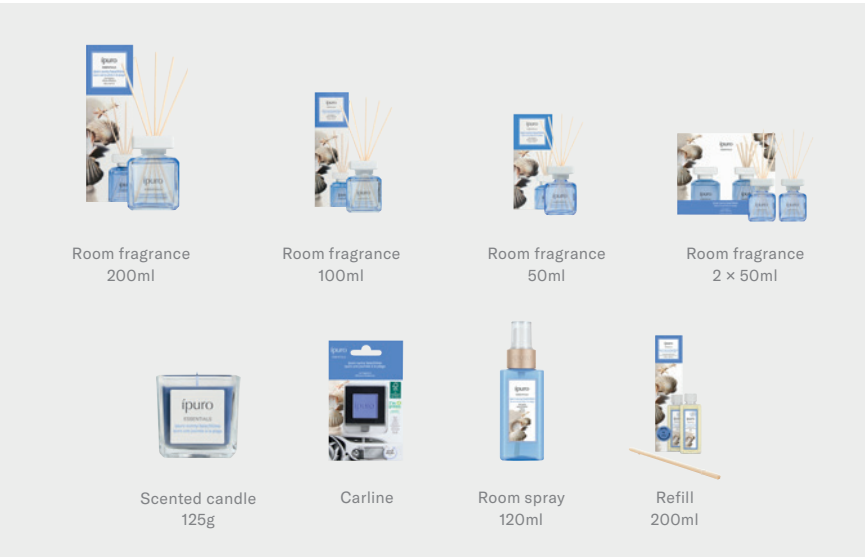

Refill 200ml



ipuro Black Bamboo

Black Bamboo opens with a lively top note of jasmine and tangy lemon, which immediately provides a refreshingly clear start. In the heart note, apple and melon combine to create a light, fruity freshness that lends the fragrance a lightness. The base note of white musk and amber gives the composition a gently woody nuance and rounds it off with warm depth.

HEAD: Jasmine, Lemon
HEART: Apple, Melon
BASE: White Musk, Amber



ipuro Sunny Beachtime

Sunny Beachtime opens with a sparkling fresh top note of grapefruit, lemon and mint, reminiscent of the invigorating breeze on a summer's day by the sea. In the heart note, jasmine, lily and rose unfold their delicate floral splendor, lending the fragrance a warm, floral softness. The base note of white musk and tonka bean rounds off the composition with gentle warmth and a hint of creamy sweetness.

HEAD: Grapefruit, Lemon, Mint
HEART: Jasmine, Lily, Rose
BASE: White Musk, Tonka Bean



ipuro Lavender Touch

Lavender Touch combines lavender with the sparkling clarity of delicate citrus notes, evoking purity and innocence. In the top note, lavender and citrus accords unfold into a vitalising opening. The heart note combines soft flowers, cool mint and aromatic lavandin to create a harmonious blend of freshness and floral delicacy. In the base note, musk provides a soft, powdery depth. A fragrance that exudes calm and natural purity.

HEAD: Lavender, Citrus Notes
HEART: Flowers, Mint, Lavandin
BASE: Musk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ipuro lavender touch
ipuro lavande frémissante
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ipuro Essentials —
Young Line

This collection turns every moment into something truly unique. Soft vanilla and fruity nuances wrap you in a sense of comfort, while sparkling, sweet accords spark joy and playfulness. Fresh citrus notes bring calm, and oriental-floral touches add a hint of glamour. Each fragrance is crafted with loving finishes and intricate details, making it perfect for special occasions and unforgettable moments.



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 125g + 50ml

ipuro Time For A Hug

Time for a hug combines warm vanilla with fruity orange in the top note, creating a fragrance that instantly brings a smile to your face. The middle note is a blend of biscuit, sugar, and red fruits. A playful mix that evokes shared momentsand sweet lightness. The base note of vanilla, musk, and sandalwood provides a soft, harmonious finish. Like a hugthat simply feels good.

HEAD: Orange, Vanilla
HEART: Sponge Cake, Sugar, Red Fruits
BASE: Vanilla, Musk, Sandalwood



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 125g + 50ml

ipuro Time To Be

Time to be opens with top notes of orange, mandarin, and lemon, which have a gentle, fresh effect and clear the mind. In the heart notes, blackcurrant, green apple, peony, and lily of the valley unfold their fruity, floral lightness—calm, harmonious, and unobtrusive. The base notes of musk, cedarwood, and sandalwood give the fragrance a warm, natural depth that invites you to let go.

HEAD: Orange, Tangerine, Lemon
HEART: Blackcurrant, Green Apple, Peony, Lily Of The Valley
BASE: Musk, Cedarwood, Sandalwood



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 125g + 50ml

ipuro Time To Glow

Time to Glow opens with sparkling red berries, mandarin, and anise. A sensual heart of orange blossom, frangipani, and heliotrope reveals floral elegance, while warm base notes of cedarwood, vanilla, patchouli, amber, and tonka bean add seductive depth.

HEAD: Red Berries, Tangerine, Anise
HEART: Orange Blossom, Frangipani, Heliotrope
BASE: Cedarwood, Vanilla, Patchouli, Cashmere Wood, Amber, Tonka Bean



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 125g + 50ml

ipuro Time To Party

Time to Party opens with sparkling grapefruit, passion fruit, and pear, capturing the energy of the first party beat. A fruity heart of peach, mango, and raspberry feels playful and carefree, while a warm base of musk and caramel adds smooth, inviting depth.

HEAD: Grapefruit, Passion Fruit, Pear
HEART: Peach, Mango, Raspberry
BASE: Musk, Caramel

ipuro Essentials Limited Edition — Garden Party





Room fragrance 100ml | Room fragrance 50ml | Gift set 2 × 50ml | Room fragrance 50ml | Room fragrance 100ml

ipuro Gentle Coffee

Gentle Coffee is an invigorating blend of delicate almond and coffee notes. Creamy almond and aromatic rice open the fragrance, followed by milky coffee accents in the heart. Sweet caramel, woody notes and a hint of vanilla in the base evoke the feeling of an iced coffee on a hot summer day.

HEAD: Almond, Rice
HEART: Coffee, Milk
BASE: Vanilla, Cedarwood, Caramel

ipuro Sunset Spritz

Sunset Spritz captures the lively spirit of a summer aperitif. Sparkling citrus notes with a hint of rum create an invigorating opening. Cola, eucalyptus, cognac and davana add a playful, slightly spicy depth, while gourmand notes, white grape, pine and soft vanilla round off this fresh, sophisticated fragrance.

HEAD: Bitter Orange, Rum, Lime, Sweet Orange, Lemon
HEART: Sparkling, Cola, Eucalyptus, Cognac, Davana
BASE: Gourmand, Pine, White Grape, Sour, Vanilla



Room fragrance 100ml | Room fragrance 50ml | Gift set 2 × 50ml | Room fragrance 50ml | Room fragrance 100ml

ipuro Fizzy Tonic

Fizzy Tonic is a sparkling fragrance with aromatic freshness and spicy accents. Juniper, citrus nuances and gin spice create a lively, tingling opening. Juniper and pepper add an elegant, slightly tart depth, while juniper and alcoholic notes in the base leave a clear, purist impression of a perfectly mixed drink.

HEAD: Juniper, Gin, Citrusy, Spicy
HEART: Juniper, Pepper
BASE: Juniper, Alcohol

ipuro Pineapple Twist

Pineapple Twist blends tangy citrus notes with tropical sweetness. Grapefruit and lime open with lively freshness, leading into fruity pineapple and creamy coconut. Delicate white flowers add elegant lightness, while vanilla and white musk create a gentle, warm depth that completes this sun-kissed, exotic fragrance.

HEAD: Alcohol, Grapefruit, Lime
HEART: Pineapple, Coconut, White Flowers
BASE: Vanilla, White Musk

ipuro Essentials Limited Edition — Season of Treats

As the days grow shorter and a sense of comfort settles in, Season of Treats reveals its distinctive character. This collection reimagines the sensual aromas of the colder seasons – from delicately spiced notes to soft, sweet nuances reminiscent of cherished moments of indulgence. Whether inspired by a stroll through winter-lit streets, the inviting aroma of a warm bakery or a quiet evening at home, these fragrances create an atmosphere of warmth, nostalgia and understated elegance. Four carefully curated compositions transform rooms into cozy havens of enjoyment, inviting you to experience the colder months with all your senses.



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 2 × 50ml | Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g

ipuro Peppermint Crush

Peppermint Crush reveals the invigorating freshness of eucalyptus and lavender, reminiscent of the first bite of a cool peppermint stick. Peppermint and a hint of black pepper add a sparkling contrast of sweetness and spice, while pine and geranium provide a gentle woody warmth with festive, wintery lightness.

HEAD: Eucalyptus, Lavender
HEART: Peppermint, Black Pepper
BASE: Pine, Geranium

ipuro Spiced Apple

Spiced Apple opens with the spicy sweetness of cinnamon, apple and cloves, evoking freshly brewed punch. Candied fruit, creamy coconut and juicy plum create a seductively sweet heart, while vanilla, tonka bean and cedarwood add a warm, enveloping depth reminiscent of Christmas magic.

HEAD: Cinnamon, Apple, Clove
HEART: Candied Fruit, Coconut, Plum
BASE: Vanilla, Tonka Bean, Cedarwood



Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g | Gift set 2 × 50ml | Room fragrance 100ml | Room fragrance 50ml | Scented candle 125g

ipuro Pumpkin Pie

Spicy ginger, cardamom and juicy peach open with a cosy anticipation of the cold season. Chocolate, cinnamon, clove, and nutmeg form a comforting, sweet heart reminiscent of winter treats, while patchouli, a creamy gourmand accord and vanilla provide long-lasting, gentle warmth.

HEAD: Cardamom, Ginger, Peach
HEART: Chocolate, Cinnamon, Cloves, Nutmeg
BASE: Patchouli, Gourmand, Vanilla

ipuro Chocolate Fudge

Chocolate Fudge opens with creamy chocolate and roasted hazelnut, rich and delicious. Butter and milk form a velvety, fudge-like sweetness in the heart, while caramel, tonka bean and vanilla add soft depth and a touch of dessert magic – sensual, warm and melt-in-the-mouth.

HEAD: Gourmand, Chocolate, Hazelnut
HEART: Butter, Milk
BASE: Caramel, Tonka Bean, Vanilla


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CITRONELLA
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FUNCTIONALS
CITRONELLA
no worries
room fragrance

ipuro Functionals —
Atmosphere for Every Room

Every room tells its own story. Functional fragrance accords respond to this and unfold their effect exactly where it is needed. In this way, scent becomes an active part of the feeling of home – intentional, effective and perfectly suited for everyday life. A subtle impulse that enhances well-being and gives each room its own distinct atmosphere.



Room fragrance
150ml



Scented candle
200g



Spray
150ml

ipuro Citronella

Are you also longing for a carefree summer evening? No worries, we've got you! With ipuro *Functionals Citronella*, bring the refreshing scent of lemongrass, tangy lemons and verbena directly into your home and enjoy a carefree summer.

HEAD: Citrus, Citronella, Lemongrass, Lemon
HEART: Green, Floral, Verbena
BASE: Woody, Petit Grain



Room fragrance
150ml



Scented candle
200g



Spray
150ml

ipuro Lavender

Want to say goodbye to stress and enjoy moments of pure relaxation? Bring the calming effect of lavender into your home with ipuro *Functionals Lavender*. With the integrated fragrance technology that provides a relaxing fragrance experience, say goodbye to your stressful everyday life! Let yourself be enveloped by gentle lavender notes, fresh fruity accents and creamy vanilla.

HEAD: Aromatic, Lavender, Herbaceous
HEART: Floral, Lavender Blossom, Fruity
BASE: Woody, Musky, Powdery, Vanilla



Room fragrance
150ml



Scented candle
200g



Spray
150ml

ipuro Basil

Goodbye you nasty smell! Are you also annoyed by unpleasant odours in the kitchen? ipuro *Functionals Basil* with neutralising fragrance technology against unpleasant odours gives your home an absolute freshness boost. Let yourself be won over by the aromatic notes of basil, fruity accents of tomato leaf and fresh mint and say goodbye to unpleasant odours in the kitchen!

HEAD: Aromatic, Herbaceous, Green
HEART: Basil, Mint, Tomato Leaf, Fruity
BASE: Woody


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FUNCTIONALS
LAVENDER
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FUNCTIONALS
LAVENDER
no stress
room fragrance

FROM

ipuro

TO

ípuro

Content

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Design in Transition — Timeless Foundation

ipuro stands for more than exceptional fragrance expertise; its design is a deliberate expression of the brand’s philosophy. The existing collections embody timeless elegance, clarity and balance — forming the foundation of ipuro’s visual identity.

The redesign introduces a fresh, contemporary look that unites tradition and innovation. Colours, shapes and forms are reimagined to make the products even more immersive and tangible.

Rather than replacing what defines the brand, the established design language provides a strong base on which new impulses build harmoniously — connecting past, present and future.

ipuro Essentials Scent Plug — Intelligent Fragrance Technology

Experience a new approach to home fragrance with ipuro *Essentials*. The Essentials Scent Plug fills your space with your favourite scent and can be easily adapted to personal preferences thanks to a range of interchangeable refills. An integrated motion sensor activates the fragrance precisely when needed, while a subtle ambient light creates a pleasant atmosphere. Individually selectable modes and intensity levels allow for a personalised fragrance experience – comfortable, efficient and modern.


ipuro
ESSENTIALS
ipuro lavender touch
scent plug refill
recharge pour fiche d'ambiance
20 ml
ipuro
ESSENTIALS
ipuro cotton fields
scent plug refill
recharge pour fiche d'ambiance
20 ml
ipuro
ESSENTIALS
scent plug refill
recharge pour fiche d'ambiance
20 ml


ipuro
ESSENTIALS
ipuro cedar wood
scent plug refill
recharge pour fiche d'ambiance
20 ml
ipuro
ESSENTIALS
ipuro black bamboo
scent plug refill
recharge pour fiche d'ambiance
20 ml


ipuro

ipuro Air Sonic —
The Essence of Comfort

Aroma Vase

The lifestyle model features a classic vase shape in elegant two-tone ceramic or refined ribbed design. Modern features like the innovative invisible base and adjustable mist and ambient light create a refined, personalized atmosphere.



Aroma Bottle

A modern design object in hand-glazed, premium two-tone ceramic with an invisible base that puts the device in focus. Mist intensity and ambient light color and brightness can be adjusted individually via remote control.



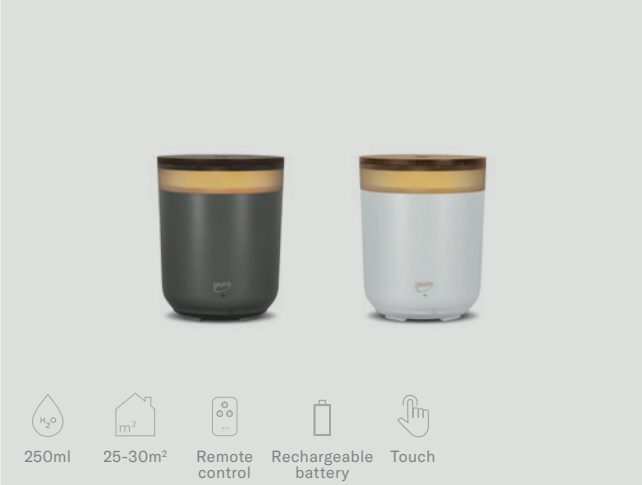
Aroma Mood

The bestseller shines in a new look with an elegant dome-shaped glass cover that creates atmospheric ambient light. Mist intensity and lighting can be adjusted directly or via remote. Rechargeable battery included.



Aroma Candle

Classic candle-inspired design with glass body and wood fiber lid. The *Air Sonic* aroma candle creates a warm, cozy ambiance. Easily controlled via remote or touch buttons and powered by a rechargeable battery.



Good Mood

ipuro Good Day

HEAD: Citrus, Bergamot, Orange
HEART: Amber, Spicy
BASE: Sandalwood, Patchouli

ipuro Happy Memories

HEAD Cardamom, Pepper, Lychee
HEART: Rose, Peony
BASE: Musk, Woody, Oriental

ipuro Lovely Moments

HEAD: Apple, Eucalyptus, Green Leaves
HEART: Clove, Cinnamon, Rose, Fruity
BAS: Musk, Vanilla, CoconutKumarin



Energy

ipuro Fresh Morning

HEAD: Mint, Lemongrass, Bergamot
HEART: Lavender, Eucalyptus, Clove, Spicy
BASE: Sandalwood, Tonka Bean

ipuro Little Pause

HEAD: Apple, Eucalyptus, Green Leaves
HEART: Clove, Cinnamon, Rose, Fruity
BASE: Musk, Vanilla, Coconut, Coumarin

ipuro Lovely Moments

HEAD: Mandarin, Lemon
HEART: Lily of the Valley, Green Accords
BASE: Water Lily, Aquatic



Relaxation

ipuro Inner Peace

HEAD: Lily of the Valley, Orange
HEART: Ylang-Ylang, Jasmine, Rose,Orange Blossom
BASE: Patchouli, Musk

ipuro Sweet Dreams

HEAD: Lavender, Mandarin, Bergamot
HEART: Vanilla, Rose, Sandalwood
BASE: Musk, Patchouli, Gourmand

ipuro Mental Comfort

HEAD: Citrus, Summer Green Fern
HEART: Apple, Green Leaves, Geranium, Floral
BASE: Marine, Watery

ipuro Fresh Morning

HEAD: Bergamot, Pepper, Orange
HEART: Saffron, Lavender
BASE: Amber, Musk, Vetiver



ipuro


WE ARE:
puro
re:fresh
re:fresh
puro

ipuro We Are: —
Scents with a Second Life

With *We Are:*, we have created a line that consistently combines resource-conscious concepts, contemporary design and high-quality fragrances. Shape your spaces with scents that express personality while contributing to environmental responsibility. The re:new, re:born, re:fresh and re:mind creations are based on rescued fruit and spice essences, transforming selected raw materials into distinctive accents through upcycling. The result is a fragrance that not only smells good, but also stands for a clear attitude. At ipuro, sustainability is not a trend – it is a responsibility.

ipuro We Are: —
Scents with a Second Life





re:born

We chose spice seeds that were rejected from spice markets because of their unusual or imperfect look. Let's say they were reborn for our fragrances.

HEAD: Citrus, Orange, Apple, Aromatic
HEART: Cardamom, Clove, Dried Fruits, Red Berries
BASE: Praline, Vanilla, Cinnamon



Room fragrance
100ml

Scented candle
140g

re:fresh

We give our fragrance that special freshness with lemon peel that remains as a side product from the juice industry.

HEAD: Citrus, Lemon, Mandarin
HEART: Floral, Fruity, Lily of the Valley
BASE: Woody, Musky, Amber, Cedarwood



Room fragrance
100ml

Scented candle
140g

ipuro





re:mind

We do not mind using by-products of grapefruit production, which are much too good to be thrown away as they can form that beautiful heart of our ‘tutti frutti’ notes.

HEAD: Apricot, Mango, Rhubarb, Grapefruit
HEART: Fruity, Neroli, Watery
BASE: Vanilla, Musky, Coconut



Room fragrance
100ml

Scented candle
140g

re:new

We give unsold flowers from markets that nobody wanted to buy and should have been thrown away a second chance in the form of a new beautiful scent.

HEAD: Jasmin, Tuberose, Ylang
HEART: Fruity, Green
BASE: Woody, Musk, Sandalwood



Room fragrance
100ml

Scented candle
140g

ipuro sport —
An Expression of Energy

The ipuro sport line is characterised by innovative technologies and modern design. It allows you to focus on your performance while our fragrances provide motivation and freshness.

ipuro sport products support athletes' dynamic lifestyles with invigorating fragrances that promote energy, vitality and mental focus. They can help sports enthusiasts achieve peak performance by using specially developed technologies to take their bodies and minds to a new level with every workout. They also provide a long-lasting feeling of freshness and neutralise unpleasant odours during and after training.



Room fragrance
500ml



Room fragrance
240ml



Refill
240ml



Scented candle
270g



Gift set
50ml + 50g



Room spray
250ml



Hand soap
250ml



Scent plug

ipuro × FC Bayern München

This collaboration between ipuro and FC Bayern combines care and well-being for moments after intense training. Fresh fragrances and soothing textures support the body's recovery, promote relaxation and enhance mental clarity. The synergy of two strong brands creates a harmonious balance of energy, freshness and motivation – perfect for achieving peak performance on every level. The products are not only functional but also provide a sensory experience that adds a touch of luxury and inspiration to the athletic routine. Each application conveys a sense of dynamism and strength, naturally boosting motivation and readiness for the next challenge.

HEAD: Grapefruit, Mandarin, Pepper, Ginger
HEART: Sea Salt, Apple, Geranium, Olibanum
BASE: Sandalwood, Tonka Bean, Amber, Vanilla



Room fragrance
500ml



Room fragrance
240ml



Refill
240ml



Scented candle
270g



Gift set
50ml + 50g



Room spray
250ml



Carline

ipuro × Borussia Dortmund*

Let yourself be carried away by the powerful and energetic fragrance that captures the passion and identity of Borussia Dortmund. The fragrance opens the game with a sparkling blend of bergamot, fresh herbs, salty sea notes and sun-ripened grapefruit, reflecting the pulsating energy of Borussia Dortmund's fan scene. The heart note reveals the club's history with lavender, geranium and spicy accents reminiscent of lush green soccer fields. The warm, woody base note of oakmoss, tonka bean, patchouli and cedarwood is a reminder of the club's home in the heart of the Ruhr region. A fragrance that honours the enthusiasm and solidarity of the fans as well as the history and success of Borussia Dortmund.

HEAD: Bergamot, Green Herbs, Sea Salt, Grapefruit
HEART: Lavender, Geranium, Spices, White Flowers
BASE: Oakmoss, Tonka Bean, Patchouli, Cedarwood

ipuro × Eintracht Frankfurt*

A fragrance as powerful and distinctive as Eintracht itself. The top note combines vibrant pineapple, fresh mandarin, green violet leaf and expressive galbanum. It creates a dynamic opening full of energy and determination. The heart note unfolds into a multifaceted composition of Arabian jasmine, maritime nuances, spicy accents and lavender. The base note of warm tonka, precious amber, earthy patchouli and sensual sandalwood lends the fragrance depth and longevity. An olfactory statement – powerful, distinctive and firmly rooted in the heart of Europe.

HEAD: Pineapple, Mandarin, Violet leaf, Galbanum
HEART: Arabian Jasmine, Maritime, Spicy, Lavender
BASE: Tonka Bean, Amber, Patchouli, Sandalwood



Room fragrance
500ml



Room fragrance
240ml



Refill
240ml



Scented candle
270g



Gift set
50ml + 50g



Room spray
250ml



Carline

*Launch Summer 2026

Imprint

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Nordring 55
D-63843 Niedernberg, Germany

Managing Director: Christian Gries
Commercial Register: Aschaffenburg District Court
Registered Office: Niedernberg
Commercial Register No.: HRB 176 Aschaffenburg

Creative

Art Direction: Barbara Müller
Copy: Sunzinet GmbH
Concept: KLW & Partner

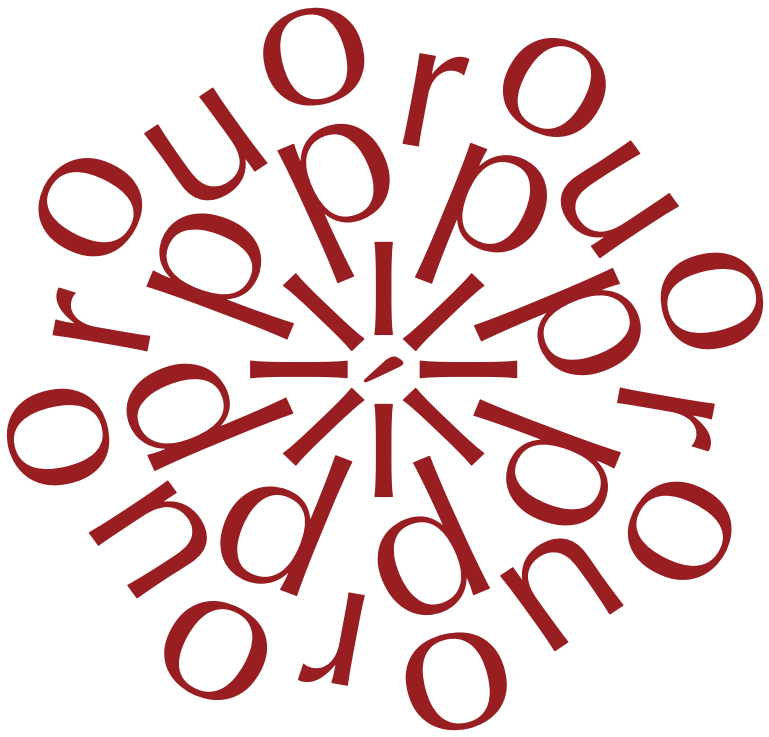
Production

MAINTEAM
Bild · Text · Kommunikation GmbH
Wiesnerstraße 8
63741 Aschaffenburg, Germany
Commercial Register No.: HRB 5828

Photography

Oliver Helbig: *Essentials*, *WeAre*, *Functionals*
Rainer Hosch: *Atelier, Classic, Exclusive*
Orendt Studios: *Product Photography Studio* & *Limited Edition Images*


TORINO
ípuro
vitalité



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