



# Catalogue Layout

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# Catalogue Pagination- Layout A

# Catalogue Pagination – Layout A\_I

	Cover		Softline divider	<b>Purify</b>	Essential oil -Refresh	Odor eliminate	Anti-bacterial
	01	02	03	04	05	06	07
Fragrance water / Aerosol -Refresh	Heatable oil -Refresh	<b>Relax</b>	Essential oil -Stress relief	Good sleep	Calm down	Fragrance water / Aerosol -Stress relief	Heatable oil -Stress relief
08	09	10	11	12	13	14	15
<b>Inspire</b>	Essential oil -Energy	Efficiency improve	Concentration	Fragrance water / Aerosol -Energy	Heatable oil -Energy	<b>Joy</b>	Essential oil -Happiness
16	17	18	19	20	21	22	23
Essential oil -Lightness	Fragrance water / Aerosol -Happiness	Heatable oil -Happiness	<b>Wax</b>	Wax1 (cloud/ oval)	Wax2	Wax3	Wax4
24	25	26	27	28	29	30	31
Wax5	Wax6	Wax7	Wax8	Wax9	Wax10	Wax11	Wax12
32	33	34	35	36	37	38	39

# Catalogue Pagination – Layout A\_2

40	Wax13	Wax14	41	42	Wax15	Hardline divider	43	44	quote	Scentilizer (pollen/ stamen)	45	46	Cenit	47																															
48	Lantern	49	50	51	Angel	52	53	54	55	56	Vulcan	57	58	59	Big-pot	60	61	62	63	64	quote	Oil Warmer (hot spring)	65	66	67	68	69	quote	Fragrance diffuser (zen garden)	70	71	72	Scent Wax Warmer	Oracle	73	74	75	Odeur de Chine	76	77	78	79	quote	Wall plug	Oriz



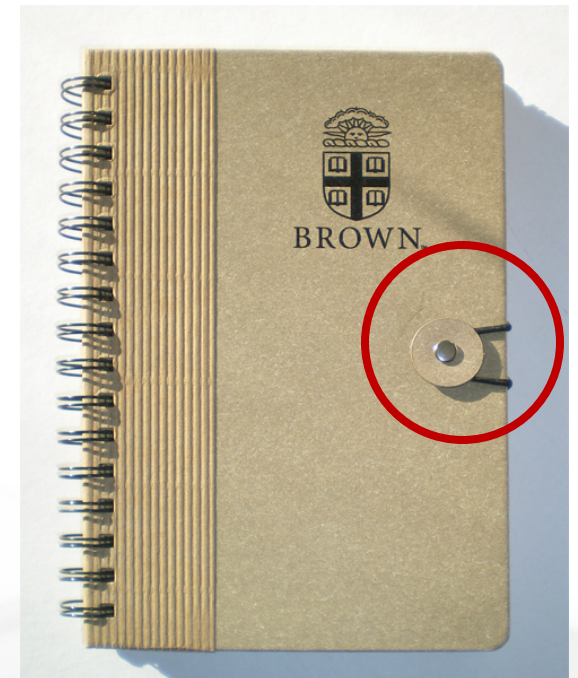
# Book cover idea



## Chinese binding

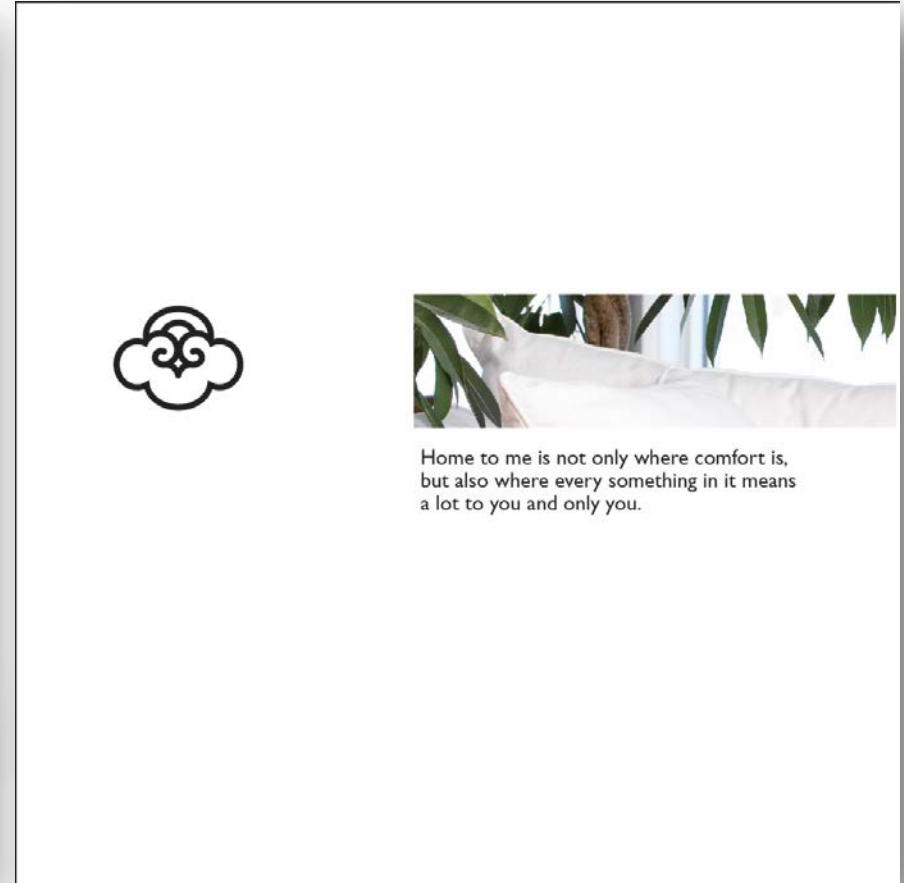


## Perfect binding (精裝版)





Book cover



Title page



## Softline

Scents are soft but strong, with magnificent power to transport you across the years and touch memories.

Softline divider



## Hardline

By combining the most delicate technology and the highest quality, SERENE HOUSE presents the best air care product for your wellbeing.

Hardline divider





## Accessory

Simply add a scent to the air and create a harmonious atmosphere for yourself.

Accessory divider



## Purify

Take a deep breath and stretch the soul.  
Our blends can purify the inner serenity  
anytime you wish.

Softline -Purify



## Relax

Take a deep breath and stretch the soul.  
Our blends can purify the inner serenity  
anytime you wish.

Softline - Relax



## Inspire

Take a deep breath and stretch the soul.  
Our blends can purify the inner serenity  
anytime you wish.

Softline - Purify



## Wax

Melting wax releases scents giving the  
living space a relaxed, feel-good flair.

Softline - Wax



## Purify

Take a deep breath and stretch the soul. Our blends can purify the inner serenity anytime you wish.

Softline -Purify

## Purify Essential oil



### REFRESH

It is a joyful blend. The oils inside have uplifting and calming properties.

This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.

  
Scentilizer collection  
p.20-40

  
Oil warmer collection  
p.20-40

  
Ceramic tablet collection  
p.20-40

Purify - Refresh

**Purify Fragrance water / Aerosol**



**ODOR ELIMINATE**

It is a joyful blend. The oils inside have uplifting and calming properties.

This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.



Scentilizer collection  
p.20-40

Purify – Odor eliminate

**Purify Heatable oil**



**ANTI-BACTERIAL**

It is a joyful blend. The oils inside have uplifting and calming properties.

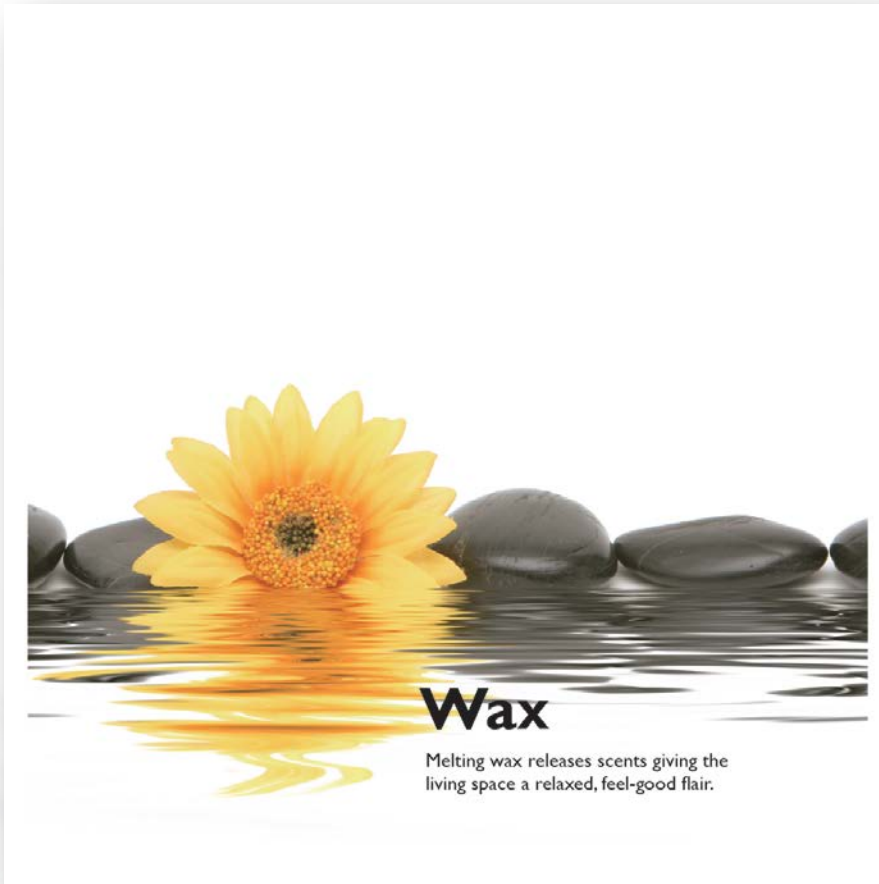
This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.




Oil warmer collection  
p.20-40

Purify – Anti bacterial




Softline -Wax


**Scented Wax**



**BERGAMOT**  
It is a joyful blend. The oils inside have uplifting and calming properties.  
This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.  
Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.

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 Oracle collection  
p.20-40

 Odeur de chine collection  
p.20-40

Wax - Bergamot



gty.im/  
122609988

By  
Datacraft Co Ltd

## Scentilizer

A new concept of indoor air care.  
Simple and classic, the elegant design is  
anonymous enough to fit into any room décor.

Hardline - Scentilizer



dreamstime

## Fragrance diffuser

Enrich your spaces with scents. The pleasure  
smells can lift the emotion and touch your heart

Hardline- Fragrance diffuser

## Cenit I / II

Function this fresh and penetrating scent has a cooling and stimulating effect on both mind and body.....



## Scentilizer Cenit I / II



The simple and elegant design is anonymous enough to fit in any place by blending into the room décor.

The Cenit is easy to use and its fragrant water vapor helps reduce the dryness of indoor air. You will be surrounded by the most wonderful fragrance which is both pleasant and healthy.



Essential collection  
p.20-40



Power



Ultrasound



Music



LED



Remote control (Angel II)

Scentilizer- Cenit I / II





## Pebble

Function this fresh and penetrating scent has a cooling and stimulating effect on both mind and body.....

## Fragrance diffuser Pebble



Inspired by the simple pleasure of finding pebbles worn smooth by years of wind and water, the comforting scents of the seashore, and the tactile feeling of a favorite stone brought home to keep. Pebble will rest comfortably on your table or desk, providing relaxing scents to remind you of ocean waves or winds, softly kissed by gardens ashore.

 Essential collection  
p.20-40

 Fragrance oil collection  
p.20-40

 Power

Scentilizer- Pebble

Oil warmer Scentilizer



## Oil warmer

Function this fresh and penetrating scent has a cooling and stimulating effect on both mind and body.....

Scentilizer Oil warmer



A simple and elegant design that fits with any room décor. The angled shape allows you to control the direction of the scented mist. Angel is easy to use and its fragrant water vapor helps reduce the dryness of indoor air. Its built-in speaker can play pre-programmed music, or you can connect a personal music player to provide your own.

 Essential collection  
p.20~40



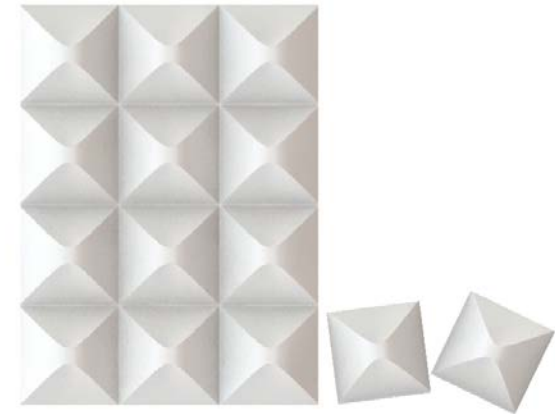
Oil warmer - Ally



## Chocolate

Function this fresh and penetrating scent has a cooling and stimulating effect on both mind and body.....

## Accessory Chocolate



Inspired by the simple pleasure of finding pebbles worn smooth by years of wind and water, the comforting scents of the seashore, and the tactile feeling of a favorite stone brought home to keep. Pebble will rest comfortably on your table or desk, providing relaxing scents to remind you of ocean waves or winds, softly kissed by gardens ashore.



Essential collection  
p.20-40

## Accessory- Chocolate

**Appedix**

**Fragrance X Space**

Suggested private space setting for fragrances

Spaces	Living room	Bed room	Closet& Drawer	Vehicles
Fragrances	Anti-baterical Stress relief	Good sleep Calm down	Refresh Odor eliminate	Refresh Odor eliminate

Suggested public space setting for fragrances

Space	Reception	Office	Hotel room	Spa
Fragnance	Anti-baterical Odor eliminate	Efficiency improve Concentration Positive	Stress releif Good sleep	Stress releif Calm down

**Appedix**

**Fragrance X Space**

Suggested private space setting for fragrances









Space	Gym	Travel
Fragrance	Energy Positive	Stress relief Goos sleep Anti-bacterial/ bugs

Suggested public space setting for fragrances

Space	Hospital	Nursing home	Pre-school
Fragnance	Anti-baterical Stress-relief	Stress-relief Good sleep Energy	Anti-baterical Calm down Concentration









Appedix

A-Z of Herbal remedies

Plant	Features
 Basil	has anti-inflammatory and antispasmodic properties. It can relax muscles and ligaments especially for those that cause tension headaches and migraines.
 Citrus Limon	works well in a host of common complaints. Oil is pressed from the rind and requires 3,000 lemons to produce a single kilo of oil.
 Grapefruit	has calming and sedative properties. It is good for stress and fatigue.
 Marjoram	is antispasmodic and is relaxing. It is also calming to constricted muscles that can cause headaches.
 Peppermint	is an anti-inflammatory to the prostate and nerves. It is soothing, cooling and dilating to the system. It may also be beneficial for motion sickness.
 Myrrh	has anti-inflammatory and antispasmodic properties. It can relax muscles and ligaments especially for those that cause tension headaches and migraines.
 Vanilla	has anti-inflammatory and antispasmodic properties. It can relax muscles and ligaments especially for those that cause tension headaches and migraines.
 Lavender	has anti-inflammatory and antispasmodic properties. It can relax muscles and ligaments especially for those that cause tension headaches and migraines.

Appedix

A-Z of Herbal remedies

Plant	Features
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About us **SERENE HOUSE**



SERENE HOUSE® was established in 2009 in Taipei, Taiwan. Investing more than 20 years of research, planning, and development, we introduce a complete collection of innovative and diverse personal air care products, including the Scenzilizer®, Fragrance Diffuser, Oil Warmer, Scented Wax Warmer, and other air care products. We realize the stress-inducing modern lifestyle and the increase of pollution in urban environments, and the demand for stress relief and fresh air. Our series of products for 2013 creates a fusion of sight, sound, and aesthetics to balance the ever-changing air and environment.

SERENE HOUSE® aims to offer certified essential oils that hold the purest joy of nature. Focusing on humanistic design and environmental sustainability is our long-term core value. Intending to clean human body and its surroundings from the inside out, we develop a brand with a series of personal air care products and fragrances to help improve the sense of well-being through the sense of sight, sound and scent. Our mission is restoring health and balance to a wholesome and natural lifestyle.

About us

About us **Our partnership**

The **PRIMAVERA** story begins more than two decades ago at the foot of Alps in southern Germany. The core of every product is a synergistic blend of organic plant ingredients that are selected from the community of farm partners to guarantee uncompromising quality. Relying on time-tested plant therapy principles and the knowledge of how different plant ingredients work together, all the essential oils, seed oils, base oils and plant extracts are hand-blended into carefully considered formulas. The results are effective, natural products with therapeutic benefits for skin and senses. Every action that goes into making products is taken with consideration for the Earth and our humanity. The knowledge and methods ensure that all formulas are produced with the utmost respect for the life force of plants and guarantee which may leave a light footprint on the planet while enriching the lives of the people we work with.

\*All the products applied directly to the skin are certified by NATRUE, a label that customers throughout the world can trust as a comprehensive mark of quality and transparency.

\*Animal testing is out of the question at PRIMAVERA.



About our partnership

## Catalogue Pagination- Layout B

# Catalogue Pagination – Layout B\_I

	<b>Softline</b>		<b>Quote</b>		<b>Purify</b>	Essential oil -Refresh	Odor eliminate	Anti-baterical
	01	02	03	04	05	06	07	
Fragrance water / Aerosol -Refresh	Heatable oil -Refresh	<b>Relax</b>	Essential oil -Stress relief	Good sleep	Calm down	Fragrance water / Aerosol -Stress relief	Heatable oil -Stress relief	
08	09	10	11	12	13	14	15	
<b>Inspire</b>	Essential oil -Energy	Efficiency improve	Concentration	Fragrance water / Aerosol -Energy	Heatable oil -Energy	<b>Joy</b>	Essential oil -Happiness	
16	17	18	19	20	21	22	23	
Essential oil -Lightness	Fragrance water / Aerosol -Happiness	Heatable oil -Happiness	<b>Wax</b>	Wax1 (cloud/ oval)	Wax2	Wax3	Wax4	
24	25	26	27	28	29	30	31	
Wax5	Wax6	Wax7	Wax8	Wax9	Wax10	Wax11	Wax12	
32	33	34	35	36	37	38	39	



# Catalogue Pagination – Layout B\_2

	<b>Accessory</b>		<b>Quote</b>	Zhu+Faraday mood shot	Zhu1	Zhu2	Zhu3
01	02	03	04	05	06	07	
Zhu4	Faraday	Obelisk+Plinth (mood shot)	Obe1	Obe2	Obe3	Obe4	Plinth
08	09	10	11	12	13	14	15
Cholocate bar		YoYo		Home spray (mood shot)	home spray 1.2	home spray 3.4	home spray 5.6
16	17	18	19	20	21	22	23
Quote	<b>Appedix</b>	Fragrance X Space		A-Z of Herbal remedies			
24	25	26	27	28	29		

# Catalogue Pagination – Layout B\_3

	<b>Hardline</b>		<b>Quote</b>		<b>Scentilizer</b> (pollen/ stamen)		<b>Cenit</b>	
	01	02	03	04	05	06	07	
	<b>Lantern</b>		<b>Angel</b>		<b>Donut</b>		<b>Whistler</b>	
08		09	10	11	12	13	14	15
	<b>Vulcan</b>		<b>Big-pot</b>		<b>Blob</b>		<b>Cube</b>	
16		17	18	19	20	21	22	23
	<b>Oil Warmer</b> (hot spring)		<b>Ally</b>		<b>Fragrance diffuser</b> (zen garden)		<b>Pebble</b>	
24		25	26	27	28	29	30	31
	<b>Scent Wax Warmer</b>		<b>Oracle</b>		<b>Odeur de Chine</b>		<b>Wall plug</b>	
32		33	34	35	36	37	38	39

# Catalogue Pagination – Layout B\_4

Oriz	Liz	<b>Appedix</b>	Product spec
40	42	44	46
41	43	45	47
Product spec	Product spec	<b>About Us</b>	Our company   Our partnership
48	50	52	54
49	51	53	55
Designer	President		
56	57	58	

# Book cover idea



Wire O book(精裝版)



[www.serene-house.com](http://www.serene-house.com)



Back

Spine

Front

**Softline** 

Softline divider

**Accessory** 

Accessory divider

**Hardline** 

Hardline divider

04 Essential oil



## Purify

Take a deep breath and stretch the soul. Our blends can purify the inner serenity anytime you wish.

Softline -Purify

Essential oil 05



## Refresh 123456

It is a joyful blend. The oils inside have uplifting and calming properties.

This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.

Use with :  Scentilizer

Oil Warmer

Ceramic  
Tablet

Cube/  
Auto spray

Fragrance  
Diffuser

Purify - Refresh



16 Essential oil



## Inspire

Take a deep breath and stretch the soul. Our blends can purify the inner serenity anytime you wish.

Softline -Inspire

Essential oil 17



## Energy 123456

It is a joyful blend. The oils inside have uplifting and calming properties.

This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.

Use with :  Scentilizer

Oil Warmer

Ceramic  
Tablet

Cube/  
Auto spray

Fragrance  
Diffuser

Inspire - Energy

Scentilizer 05



gty .im/  
122609988

By  
Datacraft Co Ltd

## Scentilizer

Take a deep breath and stretch the soul.  
Our blends can purify the inner serenity anytime you wish.

Hardline - Scentilizer



## Fragrance diffuser

Take a deep breath and stretch the soul.  
Our blends can purify the inner serenity anytime you wish.

Hardline- Fragrance diffuser



Function this fresh and penetrating scent has a cooling and stimulating effect on both mind and body.....

06 Scenzilizer

Use with :  Essential Oil  Fragrance water  Aerosol  Heatable Oil  Wax



**Cenit I/ II** 123456

The simple and elegant design is anonymous enough to fit in any place by blending into the room décor.

The Cenit is easy to use and its fragrant water vapor helps reduce the dryness of indoor air. You will be surrounded by the most wonderful fragrance which is both pleasant and healthy.

Power  Ultrasound  Music  LED  Remote control ( Cenit II )

Scenzilizer 07

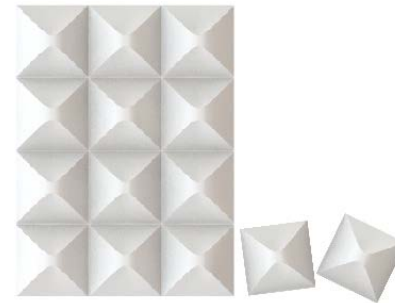
## Scenzilizer –Cenit I/ II

16 Essential oil



Take a deep breath and stretch the soul. Our blends can purify the inner serenity anytime you wish.

Accessory 17



### Chocolate 123456

It is a joyful blend. The oils inside have uplifting and calming properties.

This blend creates an energetic aroma that helps stimulate the body's chemistry when feeling lethargic or sad and find a way to get things started.

Basil, Citrus Limon, Grapefruit, Marjoram, and Peppermint oils.

Use with :  Essential Oil

Oil Warmer

Ceramic Tablet

Cube/ Auto spray

Fragrance Diffuser

## Accessory - Chocolate

## Fragrance X Space

Suggested private space setting for fragrances

Spaces	Living room	Bed room	Closet& Drawer	Vehicles
Fragrances	Anti-bacterial Stress relief	Good sleep Calm down	Refresh Odor eliminate	Refresh Odor eliminate

Suggested public space setting for fragrances

Spaces	Reception	Office	Hotel room	Spa
Fragrances	Anti-bacterial Odor eliminate	Efficiency improve Concentration Positive	Stree relief Good sleep	Stress relief Calm down

## Fragrance X Space

## Fragrance X Space









Suggested public space setting for fragrances

Spaces	Gym	Travel
Fragrances	Energy Positive	Stress-relief Good sleep Anti-bacterial









Suggested public care center space setting for fragrances

Spaces	Hospital	Nursing room	Pre-school
Fragrances	Anti-bacterial Stress relief	Stress-relief Good sleep Energy	Anti-bacterial Calm down Concentration

## A-Z of Herbal Remedies

Plant	Features
 Basil	has anti-inflammatory and antispasmodic properties. It can relax muscles and ligaments especially for those that cause tension headaches and migraines.
 Citrus Limon	works well in a host of common complaints. Oil is pressed from the rind and requires 3,000 lemons to produce a single kilo of oil.
 Grapefruit	has calming and sedative properties. It is good for stress and fatigue.
 Marjoram	is antispasmodic and is relaxing. It is also calming to constricted muscles that can cause headaches.
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## A-Z of Herbal Remedies

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## Appendix- A-Z of Herbal Remedies

**The End**