



A PLANT CULTURE

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A Plant Culture was born from a passion for harnessing the purest, most potent **plant-based** ingredients from around the globe. This brand is the brainchild of a team of visionaries dedicated to creating a harmonious blend of nature and wellness. They have traveled far and wide, sourcing obscure and powerful botanicals to formulate products that are as effective as they are unique. The brand's essence lies in transforming everyday routines into luxurious, therapeutic rituals. By focusing on minimalistic formulations and single solinote **essential oil fragrances**, A Plant Culture offers a personalized and immersive sensory experience that stands out in the beauty industry.



ABOUT THE COLLECTION

A PLANT CULTURE's White Material collection represents a harmonious fusion of nature and modernity, where the ancient essence of white fir meets precision design. Rooted in minimalism, the collection distills the natural world into its purest form, aligning with the brand's ethos of refined simplicity. Each product offers a balance between the traditional and the innovative, elevating personal care into a minimalist yet luxurious experience. Designed for the modern individual, White Material is a sensory celebration of clean, essential care that transforms daily rituals into moments of quiet sophistication.

AROMATIC LAYERS:

Top Notes:

The initial impression is clean and sharp, with **pine needles** and **citrus peel** blending to create a fresh, crisp sensation. The presence of **forest air** introduces an expansive quality that evokes a sense of openness and natural space.

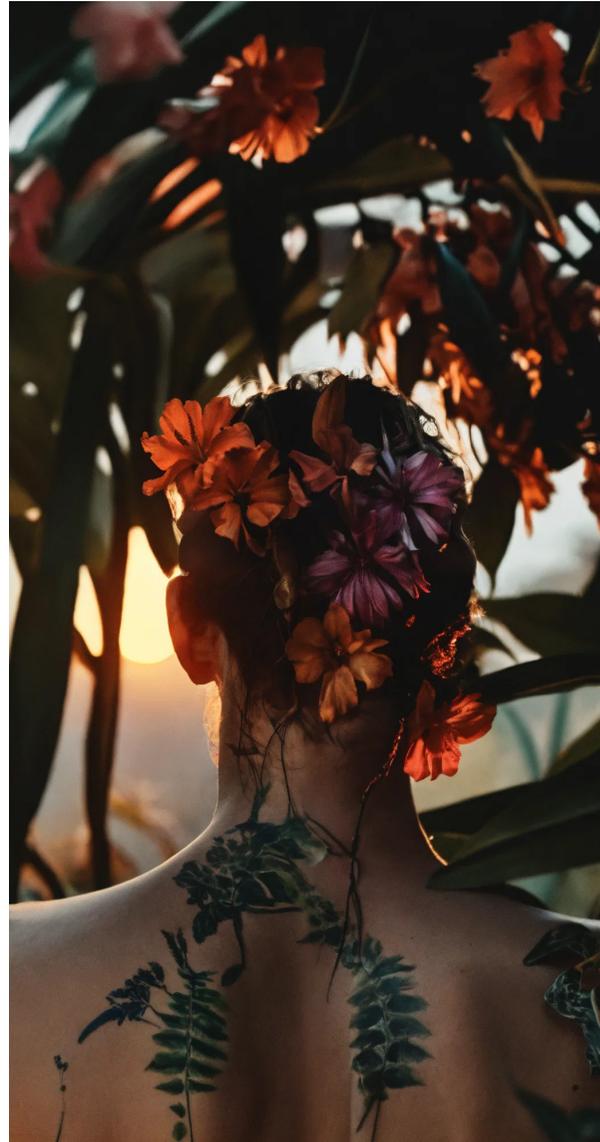
Heart Notes:

At the heart, a blend of **fir balsam** and **eucalyptus leaf** deepens the fragrance, offering an aromatic, green layer. The addition of **juniper berry** brings a subtle hint of complexity, elevating the structure without disrupting its clarity.

Base Notes:

The base is a grounding interplay of **woods**, **moss**, and **amber resin**. Together, they provide an anchoring warmth and a subtle depth, rounding off the scent with a refined yet minimalist finish.

This progression mirrors A PLANT CULTURE's approach—stripped-back, precise, and forward-thinking, using natural elements to craft something distinctly modern. The fragrance's structure is balanced yet understated, aligned with the brand's ethos of refined minimalism.



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HAIR & BODY WASH



HAND & BODY CREAM



HAND WASH

Collection : White Material

Size : 300ml

Range : hair & body wash, hand & body cream, hand wash

Formula : vegan, natural etc

Packaging : HDPE recyclable

Approval Required : yes