

# STORYLINE

## *Fragrances*

*Where Every Scent Tells Your Story*

### **Michelle Lynn**

Founder & Creative Director

Home · Personal · Custom Creations

hello@sfragrances.com

www.sfragrances.com

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## **ONCE UPON A TIME...**

STORYLINE began with a simple act of gift-giving in a small kitchen.

What started as handmade candles grew into a **bespoke, story-driven fragrance house**—one rooted in meaning, memory, and intention.

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## **WHAT MAKES STORYLINE DIFFERENT**

STORYLINE doesn't sell fragrance trends.

**STORYLINE creates meaning through scent.**

Each creation begins with a story, not a formula—designed with intention and crafted to become a personal experience, not just a product.

STORYLINE shows up through:

- Curated seasonal collections for meaningful gifting

- Custom scent design for personal storytelling

- Home and body rituals for everyday care

- Values-driven sourcing rooted in integrity and quality

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## **GROWTH WITH INTENTION**

STORYLINE is in the season of **Emerging**.

- **Physically** — from candles to a boutique fragrance house
- **Financially** — sustainable, value-aligned growth
- **Emotionally** — clarity, confidence, and purpose

Last year was a season of *Becoming*.

This year is about *Emerging*—creating with confidence and depth.

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### PRICING PHILOSOPHY

**Quiet luxury. Thoughtful creation. Emotional resonance.**

STORYLINE pricing reflects bespoke micro-batching, premium materials, and intentional, story-driven design.

People come to STORYLINE when **meaning matters more than mass production.**

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### HOW YOU CAN HELP

You don't need to understand fragrance—just **listen.**

Listen for people who say: - “I want this to feel personal.”

- “They already have everything.”

- “This gift needs to mean something.”

That's a STORYLINE referral.

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### Why BNI

STORYLINE is focused on creating community, which grows by building relationships, trust, and shared stories—the same way BNI works.

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*To be continued...*

Every story deserves to be told.

Every person deserves to feel seen.

**Every person should feel loved – because you are LOVED.**

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## BNI Referral Cheat Sheet

<h3>WHO TO LISTEN FOR</h3> <p>Refer STORYLINE when you hear someone say:</p> <ul style="list-style-type: none"><li>• “I want this gift to feel personal.”</li><li>• “They already have everything.”</li><li>• “This is a meaningful moment.”</li><li>• “I don’t want something generic.”</li><li>• “This needs to tell a story.”</li></ul>	<h3>IDEAL REFERRAL MOMENTS</h3> <ul style="list-style-type: none"><li>• Birthdays, anniversaries, milestones</li><li>• Sympathy, healing, remembrance</li><li>• Weddings, engagements, life transitions</li><li>• Client appreciation or professional gifting</li><li>• Someone investing in themselves</li></ul>
<h3>ALL IT TAKES IS AN INTRODUCTION</h3> <ul style="list-style-type: none"><li>• Individuals</li><li>• Event Planners</li><li>• Boutiques</li></ul>	<h3>WHAT TO SAY (KEEP IT SIMPLE)</h3> <p>“She creates story-driven fragrance experiences for meaningful moments.”</p> <p>OR</p> <p>“She doesn’t just sell candles or perfume—she creates fragrance stories.”</p>

### QUICK FACTS

- Bespoke, story-driven fragrance house
- Home fragrance, personal fragrance, and custom scent design
- Premium with approachable pricing
- Value-driven, small-batch creation
- Built on the belief that **you are loved and seen**

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### HOW TO CONNECT

**WEBSITE:** [www.slfragrances.com](http://www.slfragrances.com)  
**EMAIL:** [hello@slfragrances.com](mailto:hello@slfragrances.com)

**Instagram:** [STORYLINE\\_Fragrances](https://www.instagram.com/STORYLINE_Fragrances)  
**Facebook:** [Mpoweredful Souls](https://www.facebook.com/MpoweredfulSouls)

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### Commonly Asked Questions

#### **What products do you offer?**

Story-driven home fragrance, personal fragrance (coming Spring 2026), curated collections, and custom scent design.

#### **How are your products different?**

STORYLINE begins with story, not trends — creating meaning through scent with limited micro collections

#### **Who is your ideal referral?**

Someone who values intention, meaning, and personal connection over generic gifting.

#### **Valentine's Day ideas?**

Gifts are recommended based on the person receiving them — not the holiday itself.

#### **How do you choose a complimentary scent?**

By emotional tone, balance, and intention — not just matching notes.

#### **Are your ingredients non-toxic?**

STORYLINE uses IFRA-compliant materials and prioritizes safety, transparency, and quality. Our products are formulated without ingredients commonly associated with adverse health effects, such as parabens, phthalates, sulphates and dyes.

#### **Are your ingredients clean?**

There is no standard definition for the term, “clean”; however, STORYLINE is committed to providing full ingredient transparency and scrutinizing the supply chains used for sourcing our materials to ensure safety and ethical practices.

#### **How are scents created?**

Each scent begins with a story and emotional intention, then is carefully formulated and refined.

#### **What is the most popular scent?**

It varies by season — people choose how they want to feel, not a single bestseller.

#### **How are candles made?**

In small batches, hand-poured with love and intention ensuring each candle adheres to STORYLINE's high quality standards.

#### **Do you create men's fragrance without hormone-interfering ingredients?**

Yes. Custom men's fragrances are created using high-quality, IFRA-compliant materials without phthalates or parabens.