



ANTICA FARMACISTA WAS ESTABLISHED IN 2003, as the first company to introduce the home ambiance reed diffuser in the U.S. Owners and best friends Susanne Pruitt and Shelley Callaghan offer a story as unique as their unparalleled luxury fragrances as they continue to lead the way in luxury home fragrance, targeting high-end retailers and hotel markets, both domestically and internationally. The Antica collection now includes over 20 fragrances, extending into bath and body products, candles, personal perfume, bubble bath and bath salts.

Domestic retail partnerships include Nordstrom, Neiman Marcus, Bergdorf Goodman, Barneys New York and approximately 900 high-end boutiques throughout the U.S. International distribution includes presence in all major European and Asian markets, with emphasis on Toyko and Hong Kong, including Lane Crawford, Takashimaya and Mitsukoshi.

Luxury and indulgence is a central theme for Antica. In 2006, the Antica Hotel Collection was created. The world's finest hotels and resorts exude that same level of quality and attention to detail. We are proud to be partnering with some of the finest hotel properties, developing their signature fragrances and custom hotel amenity products. Antica hotel partnerships include The Hotel Bel-Air, The Beverly Hills Hotel, The Montage properties, The Ritz Carlton properties and Four Seasons Hotel.



SELLING POINTS

- Antica Farmacista is a **luxury fragrance** company committed to producing sophisticated unique signature scents for the home and body.
- The best selling product in the collection is the home ambiance reed diffuser. The top selling scent is Prosecco. Other **top sellers** are: Lemon, Verbena & Cedar; Orange Blossom, Lilac & Jasmine; Acqua; and Santorini.
- The **intensity** of the diffusers are **customizable**, by flipping all of the sticks frequently, or a few sticks as desired. Unlike other home fragrance methods, this allows the user total **control** over their fragrance diffusion.
- Which diffuser size to select? Our recommendations are:
 - 500ml:** (diffuses for 4-5 months) The most effective diffuser size and is suitable for any space. Ideal for rooms over 150 sq. ft.; Living rooms, large bedrooms and open communal spaces
 - 250ml:** (diffuses for 2-3 months) Perfect for rooms under 150 sq. ft. and bathrooms
 - 100ml:** (diffuses for 1 month) Ideal for petites spaces; closets, window sill, powder room, on a desk
- Bath & Body: Our Bath & Body products (Hand Wash, Bath & Shower Wash, Body Moisturizer, Hand Cream, Bubble Bath, Bath Salts, Bar Soap) are created using the **highest quality formulations** including luxury botanicals like **shea butter**, aloe vera, **argan oil**, green tea and **honey**.
- Each fragrance is formulated with the world's **finest essential oils** and premium ingredients. Natural Identicals (Synthetics) are used in place of naturals only when naturals are non-existent or harvesting is considered harmful to the environment.
- Antica packaging is **sophisticated** and timeless; ideal for any home setting; from Classic to Contemporary.
- All Antica products are **manufactured in the US**. Having our production in the US affords us superior product stability, inventory control and the ability to oversee the process personally.
- Using **multiple fragrances** in the home is encouraged. The subtly of our Home Ambiance Reed Diffuser allows the user to enjoy multiple fragrances throughout the home. For example, a light fresh citrus scent in the kitchen, like Grapefruit, mingles beautifully with a complementing bright scent, like Prosecco, in an adjoining living room space. Positioning a heady floral, like Ala Moana, in a powder room adds to this layering beautifully. When the air throughout a home or apartment moves, as a result of open windows, passing bodies, or natural circulation, the fragrances blend creating a "**signature scent**" for the homeowner.
- We are proud to be partnering with some of the **finest hotel properties**, developing their signature fragrances and **custom** hotel amenity products. (Mentionables: The Beverly Hills Hotel, The Montage properties, The Ritz Carlton properties)



ANTICA OWNERS



Susanne Pruitt

CO-FOUNDER, CFO

As co-founder and Director of Finances, Susanne Pruitt brought her extensive financial background to Antica Farmacista during its inception in 2003. Partnering with best friend Shelley Callaghan was a seamless match, blending both their passions for fragrance into a luxury brand that evokes their unique styles and personalities.

Susanne found Antica to not only be an engaging business to run, but one where she saw her personal hobbies intersect on a daily basis. “I love to cook, travel and discover wines. In all aspects of these passions, there is inspiration for fragrance and brand development.”

A breast cancer survivor and mother of two boys, Susanne enjoys cycling, skiing, golfing and boating in Seattle with her friends and family. She also has a deep rooted love for Northern California, where she lived in San Francisco for many years. She considers Napa Valley her peaceful escape where she can relax and recharge her battery.

Susanne strives to live each day to the fullest and appreciate the little things. “I heard this one day and have loved it ever since... the best way to engage and energize your day is to honor the ordinary and unexceptional moments.”



Shelley Callaghan

CO-FOUNDER, CREATIVE DIRECTOR

As co-founder and Creative Director of Antica (as well as mom of two teenage boys, daughter and friend) Shelley prioritizes balance in her life. “I am blessed to have a full life... I just have to remember my dad’s advice to ‘stop and smell the roses.’ This helps me strike balance with my work, my family and my friends.”

Shelley feels incredibly fortunate to share on a daily basis her love of fragrance and the creative process with her best friend and business partner Susanne. “We prioritize our friendship as number one and the business relationship comes second... and I think that’s how we manage to have a successful partnership.”

With a background in marketing and arts, Shelley is creatively challenged with expanding the Antica fragrance categories. “We are all about creating fragrances that capture a moment in time and ultimately transport the Antica customer. I believe in the power of scent and it excites me to share the olfactory journey through beautiful scent creation and products that Susanne and I both love.”

In addition to her business related creative interests, Shelley loves family time with her two sons enjoying the Pacific Northwest- skiing, boating, kiteboarding and a constant flow of lively meals for family and friends in her Seattle kitchen. Outside of her backyard, Shelley finds her oasis on the North Shore of Maui. She also loves cruising in her lavender 1960 Cadillac Eldorado.

