



**BU® Lite**

**BU® Nite**

**BU® Freely**

# MONIQUE PLAIR BU® FRAGRANCES

MEDIA KIT

## DOMESTIC VIOLENCE SURVIVOR LAUNCHES FRAGRANCE LINE -- BU -- BEAUTIFUL UNAPOLOGETICALLY®



Bradenton, FL – [November 1, 2021] -- Domestic Violence Survivor Monique Plair launches a new line of fragrances -- BU -- Beautiful Unapologetically® -- to honor the strength and perseverance of women. 10% of the proceeds from each purchase will be donated to Our Safe House, LLC. - a profit organization dedicated to support domestic survivors.

**"BU -- Beautiful Unapologetically® ultimate goals are to celebrate domestic abuse survivors by providing employment to them and helping them to start a new chapter in their lives. We celebrate their stories, as well as honor those who have gained their wings and are forever silenced," says Monique Plair, fragrance designer and founder of Our Safe Houses, LLC.**

The BU -- Beautiful Unapologetically® mission is to give strength to women who are beginning new chapters after escaping domestic violence, and to honor those who have paid the ultimate price and the loved ones they left behind. These fragrances from BU -- Beautiful Unapologetically® have been formulated for women of all ages to feel beautiful, fearless, and unapologetic.

BU -- Beautiful Unapologetically® line has three scents:

- BU® Lite is an airy daytime boost to get you through a busy day, rolls out Spring 2022.
- BU® Freely is a full bouquet of delicate citrus and herbal notes for the late afternoon, available Summer 2022.
- BU® Nite is a long-lasting, bold, sophisticated, and elegant perfume for formal affairs and late nights available Fall 2022.

Created by women to support and empower other women, BU -- Beautiful Unapologetically® products are designed to inspire women and liberate them from the fear and suffering of domestic violence. Every step of the way, domestic violence survivors are involved with the planning and formulation of these scents.

The 10% portion of the proceeds donated back to Our Safe House, LLC will be used to equip survivors of domestic violence with valuable resources such as enrichment programs, mental health counseling, emergency housing, business attire, and much more.

The women at BU -- Beautiful Unapologetically® are reminded of women and girls who fight every day: the woman heading to her first interview, the young girl going to her first dance, and all the women just stepping out on or continuing to follow their own liberated path.

***"There's a mission behind the scent. When a woman looks and feels beautiful, she deserves a scent as equally beautiful."* Monique Plair, fragrance designer and founder of Our Safe House, LLC**

### About The Fragrance Line Founder

Monique A. Plair is a survivor of domestic violence experienced both as a child and later as a military wife. After escaping the situation with her two sons, Monique and her children experienced homeless and other challenges. Monique rose above the difficulties and followed her dream to join the Navy. Since then, Monique was inspired by the help she received from other women to acquire resources for safe housing and more to share with other women suffering from domestic violence.

### About Our Safe House, LLC

My vision is to lend an opportunity to celebrate the courageous women survivors of domestic abuse, still with us to share their stories, and honor the memories of those who've gained their wings and forever silenced.



10% of Sales Will Be Donated to Open Safe Houses, LLC For Domestic Abuse Survivors.  
\*Perfumes are still in development. Designs may vary. Subject to change.



## Q & A WITH MONIQUE PLAIR



### **How did you come up with the idea of a perfume dedicated to survivors of domestic violence?**

I wanted to find a way to speak to survivors of domestic abuse by honoring them for their courage to change the trajectory of their lives, take back their power, and show up as their beautiful selves without apology. I believe when a woman puts on her sharp business attire to go after that interview that, if she looks beautiful, she deserves to smell beautiful with a scent created for her and to pay tribute to those who are no longer here to tell their stories. That's how ***BU...Beautiful Unapologetically***<sup>®</sup> by Our Safe House, LLC was birthed.

### **What do you hope survivors will experience with your perfume?**

To feel Renewed, Empowered, Brave, Beautiful and Honored. May she be assured of her worth and imagining the possibilities that await her.

### **What is your hope for spreading awareness of domestic violence?**

It's my hope to spread the awareness of domestic violence and give more voice to the voiceless as a reminder that they are not alone. We are a community of survivors and none of us have to suffer in silence.

### **What advice do you give to anyone who may be experiencing violence in their relationship?**

Get out of it! Plan your exit strategy as safely as you can. Tell somebody you trust. Get help through your local safe house organizations. Don't let anyone tell you it's hopeless and you don't have options. You matter!



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