PALMA

REFRESHING HAND TOWELS

Fig. 06

The Signature Fragrance Guide

Six botanical compositions, and the rooms they were composed for.

The Signature Collection is a palette of six fragrances, each drawn from botanicals and each tuned to a different register of hospitality. This guide presents every composition in full: its note pyramid exactly as composed, the mood and setting it suits, and pairing guidance by venue type. One fragrance may carry an entire property, or a program may pair fragrances to dayparts, seasons, or rooms.

How the Collection Was Composed

Every PALMA fragrance begins with a discipline rather than a brief: refresh first, never announce. The towel is offered at the close of a meal or the threshold of a stay, moments when the guest's senses are already full. A fragrance that announced itself would compete with the food, the wine, and the room. A fragrance that refreshes joins them. Each of the six compositions was tuned, above all, to this restraint.

Each follows the architecture of classical perfumery, scaled to the size of the gesture. Top notes greet: bright, brief, the first impression as the towel is opened. Heart notes settle: the character of the composition, the register it shares with the room. Base notes linger: soft woods, musks, and ambers that remain quietly on the hands after the towel has been cleared, carrying the memory of the evening out the door.

The collection was composed as a set. Together the six fragrances cover the full range of hospitality registers, from the brightest citrus green to the warmest wood and moss, so that every concept can find a composition that sounds like itself. Why scent matters so deeply to how a visit is remembered is the subject of the Hospitality Philosophy Book, Fig. 05 of this Evaluation Kit.

> *“The best hospitality fragrance supports the mood of the room instead of announcing itself.”*
>
> PALMA Journal, Hospitality Psychology

Lime Leaf & Garden Mint

Signature green

Bright citrus and fresh-cut mint over a clean botanical finish. Composed to refresh the guest without ever competing with the meal.

Top Notes	Heart Notes	Base Notes
Lime leaf, bright citrus peel, bergamot	Garden mint, green herbs, botanical accord	Clean linen, white cedar, soft musk

The note pyramid of Lime Leaf & Garden Mint, exactly as composed.

The mood is morning light on a terrace: cool, green, and alert. This is the brightest of the six compositions and the signature green of the house. It suits rooms where freshness is the point, where the menu leans toward the sea and the garden, and where the final gesture should feel like opening a window rather than closing a door.

- Seafood restaurants
- Fine dining
- Mediterranean concepts
- Boutique hotels
- Premium events

Pairing by venue: in seafood restaurants and fine dining rooms, offer it chilled in warmer months so the citrus reads as a cool breath after the last course. Mediterranean concepts will find it a natural extension of the table, and boutique hotels can carry it as a bright property-wide standard from arrival to departure. At premium events, it refreshes without intruding on the occasion.

Bergamot & Vetiver

Gold accent

Citrus brightness grounded by elegant woods and earthy depth. Composed for rooms with a richer, evening register.

Top Notes	Heart Notes	Base Notes
Bergamot, grapefruit peel, dry citrus	Soft herbs, green tea, aromatic stem	Vetiver, cedarwood, warm mineral accord

The note pyramid of Bergamot & Vetiver, exactly as composed.

The mood is lamplight on dark wood: polished, dry, and unhurried. The bergamot opens with brightness, but the composition settles quickly into vetiver and cedarwood, a register of quiet confidence suited to rooms that come fully alive after dark.

- Steakhouses

- Private clubs
- Luxury bars
- Executive lounges
- Evening service

Pairing by venue: steakhouses and private clubs should offer it at the close of dinner, where the woody base stands comfortably beside aged spirits and leather. Luxury bars and executive lounges can give the last drink of the evening the same composed finish as the last course. For any evening service, it is the collection's most assured choice.

White Tea & Fig

Ivory accent

Soft tea notes and airy fig. A lighter hand for hospitality programs that prefer calm polish.

Top Notes	Heart Notes	Base Notes
White tea, pear skin, fresh fig leaf	Soft floral tea accord, airy green notes, fig flesh	Pale amber, skin musk, light woods

The note pyramid of White Tea & Fig, exactly as composed.

The mood is a quiet room in the late morning: pale, soft-spoken, and composed. Where other fragrances in the collection assert a register, White Tea & Fig whispers one. It is the lightest hand in the house, composed for settings where calm itself is the luxury.

- Boutique hotels
- Wellness spaces
- Daytime dining
- Cafe hospitality
- Guest gifting

Pairing by venue: boutique hotels can carry it through arrival, spa, and departure touchpoints as a single soft standard, and wellness spaces will find its airy heart a natural companion to treatment and rest. Daytime dining rooms and cafes benefit from a restraint that never crowds delicate menus. As guest gifting, it is the safest and most gracious of the six to give.

Sandalwood & Moss

Bronze accent

Warm woods and softened greenery over a grounded finish. Composed for elegant spaces that carry more atmosphere after dark.

Top Notes	Heart Notes	Base Notes
Green moss, dry herbs, bergamot leaf	Sandalwood, soft resin, suede accord	Moss accord, cedar smoke, warm amber

The note pyramid of Sandalwood & Moss, exactly as composed.

The mood is a library after midnight: warm, low-lit, and grounded. Green moss keeps the composition from heaviness, while sandalwood, suede, and amber give it the deepest, most lingering base in the collection. It holds warmth long after the towel has been cleared.

- Luxury hotels
- Private dining
- Members clubs
- Seasonal events
- Evening service

Pairing by venue: luxury hotels can reserve it for evening turndown and departure moments in the cooler seasons. Private dining rooms and members clubs, where atmosphere deepens as the hour advances, will find it mirrors the room's own progression, and seasonal events in autumn and winter gain a finishing warmth. It is the collection's choice for evening service meant to be remembered in amber.

Eucalyptus & Rosemary

Sage accent

Cool herbal freshness with a crisp, restorative edge. Composed for wellness-driven rooms and fresh daytime service.

Top Notes	Heart Notes	Base Notes
Eucalyptus, lemon peel, cool air accord	Rosemary, thyme stem, herbal leaf	Clean woods, mineral musk, soft sage

The note pyramid of Eucalyptus & Rosemary, exactly as composed.

The mood is cool air after rain: clear, herbal, and restorative. This is the most invigorating composition in the collection, built on eucalyptus and rosemary with a mineral finish. It

refreshes in the literal sense, restoring alertness and ease where the day has worn them down.

- Spas
- Wellness studios
- Concierge lounges
- Airport lounges
- Fresh daytime service

Pairing by venue: spas and wellness studios can offer it chilled at the close of a treatment, carrying the calm of the room to the door. Concierge lounges will value its quiet freshness, and airport lounges can use it to restore travelers between journeys. For fresh daytime service anywhere, it is the collection's most restorative voice.

Olive Leaf & Cedar

Botanical accent

Green Mediterranean depth over dry cedar warmth. Composed for settings that favor earthy, grounded elegance.

Top Notes	Heart Notes	Base Notes
Olive leaf, crushed herbs, green citrus	Fig leaf, dry botanicals, soft lavender stem	Cedarwood, olive wood, warm earth accord

The note pyramid of Olive Leaf & Cedar, exactly as composed.

The mood is a grove at dusk: green, dry, and earthy. Olive leaf and crushed herbs open the composition; fig leaf and lavender stem carry it; cedarwood, olive wood, and warm earth close it. It is the most terroir-driven of the six, a fragrance that tastes of a landscape.

- Mediterranean dining
- Wine country hospitality
- Chef-driven concepts
- Resorts
- Private events

Pairing by venue: Mediterranean dining rooms will find it extends the cuisine's own vocabulary of olive, herb, and wood, and wine country hospitality gains a closing note that belongs to the land. Chef-driven concepts can treat it as the most culinary of the six, green and savory in character. Resorts and private events set among gardens and groves will find it

settles into the surroundings as if it grew there.

Pairing Across the House

The six compositions may be carried singly or in concert. Many partners choose one fragrance as a property-wide standard, so that every touchpoint speaks in the same voice. Others pair fragrances to dayparts, brighter for day, warmer for evening, or rotate by season, letting the collection follow the calendar the way a menu does.

Fragrance	Register	Well Suited To
Lime Leaf & Garden Mint	Bright citrus green	Seafood restaurants, fine dining, Mediterranean concepts
Bergamot & Vetiver	Dry citrus and woods	Steakhouses, private clubs, luxury bars
White Tea & Fig	Soft, airy calm	Boutique hotels, wellness spaces, daytime dining
Sandalwood & Moss	Warm woods and amber	Luxury hotels, private dining, members clubs
Eucalyptus & Rosemary	Cool herbal restore	Spas, wellness studios, concierge lounges
Olive Leaf & Cedar	Green, earthy depth	Mediterranean dining, wine country, chef-driven concepts

The Signature Collection at a glance. Full guidance appears in each composition's section above.

Whatever the program, the discipline holds: fragrance, sachet, and presentation composed as one, consistent from the first guest of the evening to the last. The object that carries these fragrances is documented in the Premium Refreshing Hand Towels volume, Fig. 01, and the service discipline in the Staff Training Guide, Fig. 03. For brands that wish to carry a composition under their own name, PALMA Private Label adapts fragrance direction, packaging treatment, and presentation around your identity.

> *“Refresh first, never announce.”*
>
> PALMA Hospitality

We invite you to evaluate the collection directly, at the table, in the season and service it will actually serve. To request samples or the complete Evaluation Kit, visit palmabotanical.com or write to hello@palmabotanical.com. PALMA is a brand of Pomank Ventures LLC, Hattiesburg, MS 39401.

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