



Value  
of creation For the  
museum network of the Navigium Isidis  
with named products of archeological themes  
for the innovation of design productions  
for cultural Heritage

**Aromaticae Formulae Pelagia** was born as an Author perfume brand and promotes business through Italian perfumery that is enriched by the "**scientific research for the recovery of the memory of ancient botany**" rigorously made in Italy. The identity of the start-up presents itself as a potential source of connection between the sphere of culture and that of the management of the heritage of the territory that strengthens the stakeholders, interested in the production of named archaeological products for fundraising events organized by Italian museums that have Egyptian neo-Roman collections of the Navigium Isidis. The mission of *the Aromaticae Formulae la Pelagia, Author perfumes*

is to promote the olfactory culture of the places and **create customized natural scented formulas for museums that become the popularizing tool of their Archaeological Heritage**, for this purpose **La Pelagia offers the publication of scientific texts provided by museums, on the Cult of Isis in the Italian-English pocket size editions that are included in the perfume package.**

**"EA eau de parfum by Aromaticae Formulae was created for the promotion in Italy and abroad of the Egyptian Collection of the Museo del Sannio in Benevento** in the art-size format of 10 ml, the perfume includes also the Italian-English scientific text in pocket size" ***To Queen Isis - The Egyptian cults in Benevento by Giovanna Lombardi***. The binomial "museal art gadget & archeo news" enriches in preview to date the new merchandising of the **bookshop of the Museo del Sannio. The art-size format created for fundraising initiatives, is on sale online on the italo-english website [www.lapelagia.it](http://www.lapelagia.it)**. For Company and Museums gala, an exceptional discounted rate will be applied.

"EA" The exclusive feminine scent, unique for its composition is a Natural formula belonging to the Chypre olfactory family. The in-depth studies on the ancient essences of its bouquet are taken from the study of "I Profumi di Cipro"(The perfumes of Cyprus) by **Prof. Maria Rosaria Belgiorno Researcher associate c/o ITABC-CNR, Honorary Inspector MiBACT, Archaeological and Archaeometric Investigation Officer on the prehistoric site of Pyros / Manovraki in Cyprus.**

**The free cultural promotion "Archeo news" offered by the Pelagia** has aroused the interest of the NATIONAL ARCHAEOLOGICAL MUSEUM OF NAPLES, which with protocol n ° 6463 of 07/29/2019 signed by the **Director Paolo Giulierini** has sent, a brief accompanying scientific text to the Perfume line entitled: "**the temple of Isis in Pompeii in the collections of the National Archaeological Museum of Naples.**" The Pelagia, to facilitate incoming tourist from abroad and the visits of the museums that adhere to the heritage initiative of Navigium Isidis. has planned to promote on its website an archeo tour "On the Routes of Ancient Perfumes and on Navigium Isidis"

*a note about me*

*Hello, I'm Petronilla Liucci*

*I started my career in the 80s with Estee Lauder employee, as a Cabin Specialist- (Skincare Center / Cabine) Make-up Artist, beauty advisor, and aromatic tutor.*

*Thanks to the prestige of this brand,, and its training courses on the knowledge of various perfume products, pharmaceuticals, and the wonderful world of fragrances, I was selected for the dissemination of info-formative initiatives and beauty rituals related to the brand (skincare cabins) throughout Italy across the Estee Lauder sales points.*

*My professional growth has since consolidated itself as an independent entrepreneur of personalized aesthetic programmes. This has further been developed by collaborating Dermatologists, Aesthetic Physicians and Plastic Surgeons in the delicate art of image creation, creating innovative programs of psycho physical (holistic) wellbeing.*

*Since 2006 I have dedicated myself to the teaching of holistic practices in aesthetics and corrective Make Up both as a teacher of aesthetics (three years accredited training with the European training of Beauticians and Make up), and as a volunteer (Onlus LFIS national).*

*As a result of my never ending love for the heritage of my city; I decided in 2018 to create a brand of natural perfume called "AROMATICAE FORMULAE LA PELAGIA". These art aromas are the result of an in-depth research of natural olfactory tastes according to the existing archaeological history documentation of perfumes and essences in the ancient Italic civilizations, enriched by the design of art .....*

*"I look to the cultural heritage of my region and of Italy as an inexhaustible source of inspiration, a precious resource, an invaluable asset to be preserved and promoted".*

*The package including the unique perfumes of art Pelagia, and the pocket size scientific texts in in Italian –English; present the heritage of Italian archaeological sites and museums, linked to the Cult of Isis and the historical sources that inspire the creation of perfume recipes.*

*Thanks for your interest.*

*Best Regards*

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*Fb: aromaticae formulae*  
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