Tulip: Smell good. Do good. Cast a spell.

 Everything we know about allure we've learned from nature. Nature strikes us. She makes us stop in wonder, put our hand to our heart and breathe in. Nature was not meant to be harnessed, but to be paid homage. It was this in mind that Victoria England created Tulip Perfume.

 “Perfume casts a spell,” says England, “Words fade, but scents linger. When you leave your scent behind you leave an essence that keeps someone thinking of you.”

 Tulip's earthy sophistication comes from the kind of scents that make you pause and inhale deeply: jasmine, lavender, vetiver, rosehip, musk. Each scent is created without the use of parabens, phthalates, dyes, petroleum or animal testing. This is part of its founder's deep commitment to the natural world.

 England began experimenting with herbs and tinctures at a young age, creating her own lip balms and natural cosmetics. An eclectic career as a dancer, teacher and office manager at an acupuncturist's office finally took her full circle to tinkering with scents and natural ingredients to create her own perfume line. Inspired by the natural beauty of her home on the Redwood Coast of California, she sought to create a product that would not just smell good, but also reflect the holistic values she holds dear.

 Tulip has blossomed since England first began crushing herbs in her kitchen a decade ago. Tulip sprays, lotions and roll-ons are now available nationwide. In July 2014 its founder flew to the opposite end of the country for a fifteen-minute interview with a buyer at Target. England describes the experience as scary but exhilarating. And the buyers were impressed: Target chose Tulip Perfume as the inaugural fragrance line for their new Natural Beauty section. Tulip Perfume's Charmed and Classic collections will be available on the Target website in November.

 The Charmed Collection has a series of winky, witchy scents that encourage wearers to “cast a spell,” including Tea Rose, Bella Jade and Lavish Patchouli. England says that Tea Rose is one of many scents she created with a “vintage” feel. Think your grandmother's closet, but with all of the classic verve of a well-tailored suit, and none of the fustiness. And Lavish Patchouli is a triumphant reclamation of a counter-culture staple, with rose, neroli and amber notes that create a well-rounded, decadent scent.

 It can be hard to choose the right perfume without smelling it first, which is why each fragrance in Tulip's Classic collection has a personality to match that of its wearer. The very popular Lemon Sugar, for example, is marketed as a scent for the “Trendy Vixen.” It's sharp and sweet:tart flirtation in a bottle. Amber Vanilla Bean, in contrast, is meant for “The Earthly Sophisticate.” It uses the robust essence of whole vanilla beans combined with warm notes of amber and china musk for a earthy, haunting scent.

 England says that the success of Tulip wouldn't have been possible without the support of fellow entrepreneurs that guided her through the early years. The rural Redwood Coast is home to a community of small business owners that work together for mutual progress so they can all live behind the “redwood curtain” and market their product to the outside world. Like England, they draw inspiration from the region's natural beauty.

 “We're confident enough that we don't have to compete,” she says, “That's what Tulip is about too. Smelling good is important, but so is doing good. When you're wearing a Tulip scent you're paying homage to the values that inspired it. You're part of the solution. You're part of the Tulip Tribe.”

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