
Mihan Aromatics ™ - Product Guide 2024

Our story



Since they met, founders Julia Brown and Josh Mihan have been thoughtfully noting aromas to define their creative partnership. They cherish their contemporary and collective Australian experience by distilling it into scent.

Julia Spent much of her childhood visiting family, a long generational line of Sugar Cane Farmers in the rural tropics of far north Queensland. Her earliest memories are encompassed by bushland, from pressing wildflowers hand picked from her doorstep by devouring sugar cane stalks plucked from the family fields.

Josh is ever fueled by a desire to heighten his senses. His innovative and adventurous spirit took the couple across the world. Together they hiked through remote landscapes and carved out a life in London, before returning home.

Through a mutual appreciation for the power of scent and a deep rooted love of the Australian land, Mihan Aromatics ™ was born.

Organic Sugarcane is the hero ingredient throughout the complete Mihan Aromatics ™ collection. It is used for its soft touch which is gentle and sustainable on the enviroment. A way to pay homage to Julia’s family and internationally showcase the unique wonders of Australian native ingredients.

Familial scents that rise to occasion. A strategic underlining for all matters of characters. Aromas that conjure heartache, hubris and harmony. Vegan and cruelty free. A true product of Australia.



Mihan Aromatics™ launched in 2017. Romantic and nostalgic, the first series of scents were curated as a portal for the individual to be instantly transported to their favourite memories.

From the iconic Melbourne landmarks of Edinburgh Gardens to Fitzroy Pool, the fragrances are inspired by our founders' collective sensory experience. The second series is dedicated to the intriguing landscape of Australia, a celebration of its rare and natural phenomena.

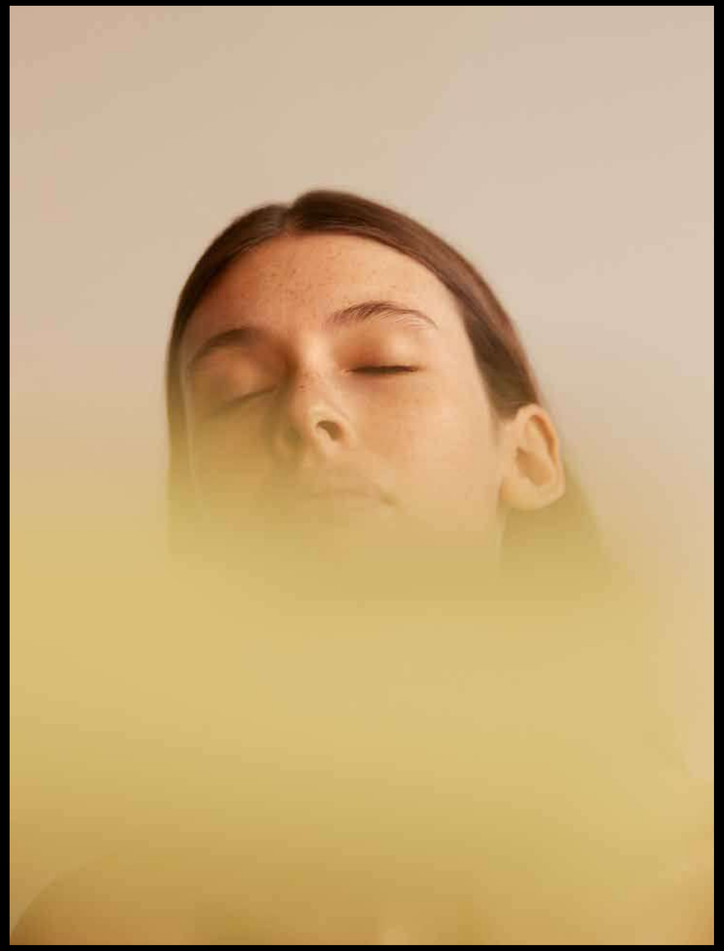
We honour Australian native ingredients in our complete collection of scents, and are ever committed to showcasing Australian botanicals to an international stage.

Our parfums are meticulously distilled using Australian Organic Sugarcane, procured from sustainably-practising farms in Northern Queensland.

All products are cruelty free and vegan certified. Designed and developed, hand filled and assembled in Melbourne, Mihan Aromatics™ is a true product of Australia.

Mihan Aromatics™ is

Design-forward.
Gender-neutral.
Intimate.
Natural.
Poetic.
Lustful.
Inspiring.
Innovative.
Grounded.
True.



OUR PURPOSE

Mihan Aromatics™ produces a curated selection of contemporary, androgynous parfums that evoke memory through scent. Our fragrances provide a portal for the wearer to be instantly transported to their favourite sensory experiences.

Each scent is designed to transcend gender boundaries through the careful distillation of the highest quality Australian ingredients.

We celebrate the daily application of parfum, a simple ritual that inspires confidence and fuels empowerment. We strive to provide an intimate experience that encourages the wearer to indulge their senses and reflect upon the beauty of nostalgia.

OUR VALUES & MISSION

Mihan Aromatics™ is a true product of Australia.
Our parfums are meticulously distilled using Australian Organic Sugarcane, procured from sustainably-practising farms across Northern Queensland.

These botanicals are premium quality alternatives to the harmful chemicals added to standard scents. Mihan Aromatics™ offers a product that is soft on the skin and sustainable for the environment. We are committed to celebrating the complexity of Australia's flora and fauna, alongside the Indigenous Australians to whom it belongs. We produce genderless and timeless scents, suitable for regular and sensitive skin types.

All Mihan Aromatics™ products use a perfume concentrate of 30%. This determines their classification as Parfum, placing our collection within the highest quality of fragrances available worldwide.

Our complete product offering is, and always will be, vegan and cruelty free. We are committed to reducing our carbon footprint where possible, and aim to always source locally without compromising on quality.

We provide a brand experience that is design-forward, gender neutral and intimate.

DESIGN-FORWARD

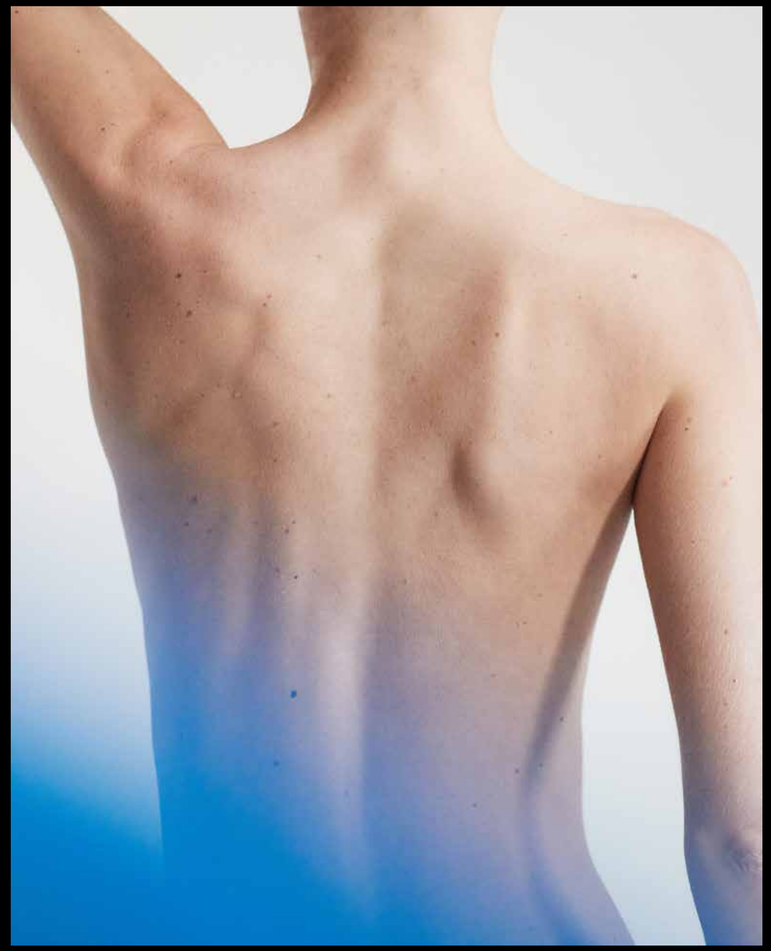
We are an innovative parfum house, with a high emphasis on quality and design. We collaborate with like-minded creatives to provide an impressive, multi-disciplinary product.

GENDER-NEUTRAL

Our parfums are not bound by stereotypical perceptions of scent. We reject the association of masculine and feminine ingredients, and encourage the wearer to connect with their individual sensory experiences when selecting a fragrance.

INTIMATE

We celebrate the beauty of nostalgia, and embrace the association of memory through scent. We appreciate the daily application of parfum as an indulgent and intimate experience, not to be rushed or undermined.




Mihan Aromatics™
Guilty Story
Mihan Aromatics™
Petrichor Plains
Mihan Aromatics™
Kirra Curl
Mihan Aromatics™
Munlark Ash

- Mikado Bark
  MAFR001

Cue • Woods

Top
Autumn Dew
Sage

Middle
Cinnamon Bark
Clove

Base
Patchouli
Virginian Cedarwood

Description

A mountainous arrangement of paper and unfamiliar books exudes distinction and literary prowess. This, paired with gestural hand movements, autumnal hues of corduroy, stubble and amber coloured drapes leads to an infectiously upholding presence. A musk assembled of dense cedar, thoughtful parting words and a reminiscence of dry oil paint.

Tact

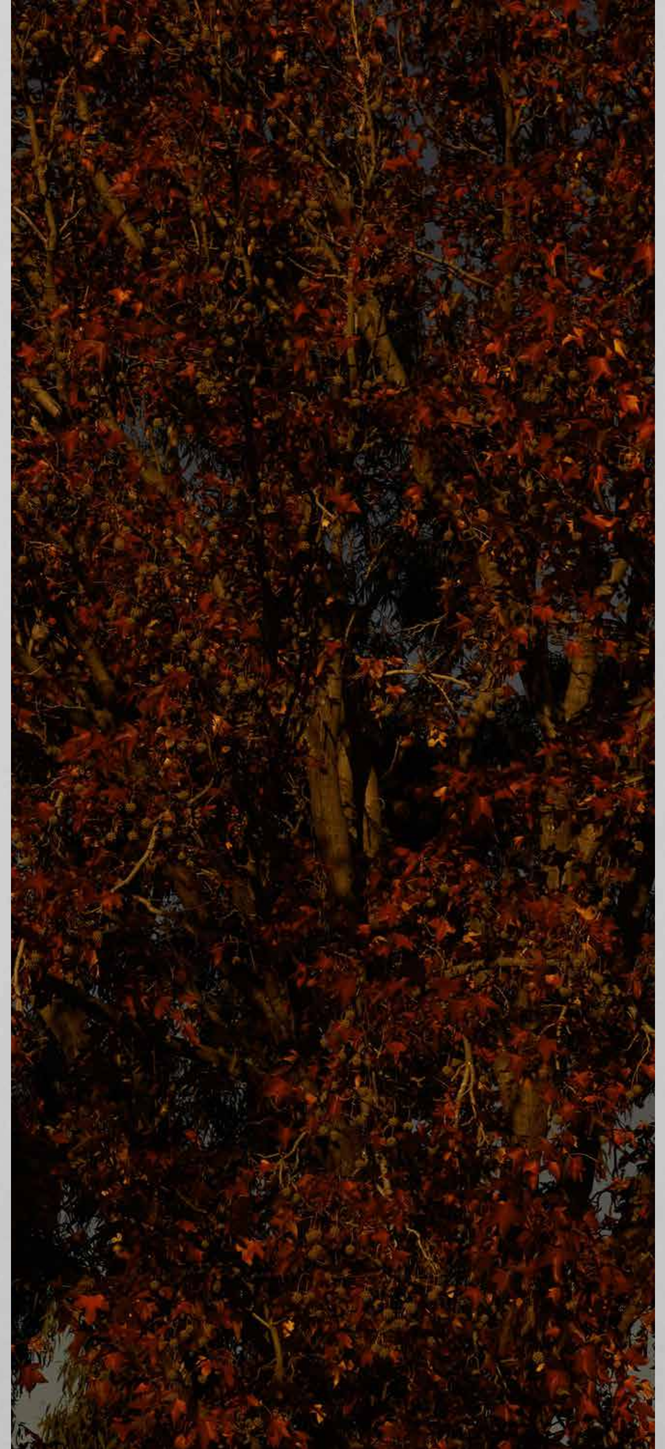
Immutable
Fastidious
Grounded
Gestural



100ml Parfum

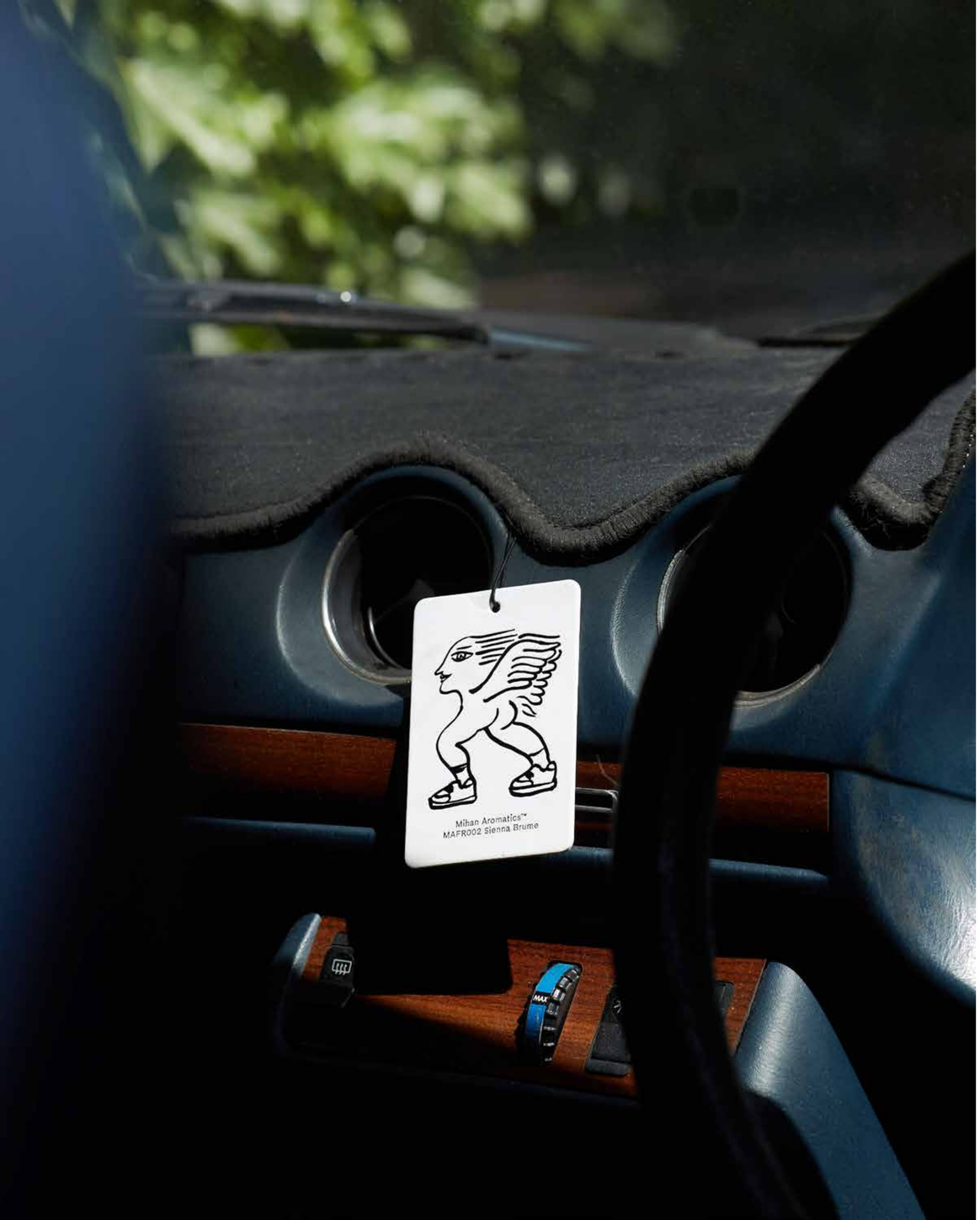


30ml Parfum





10ml Parfum


Mihan Aromatics™
MAFR002 Sienna Brume


Mihan Aromatics™
MAFR002 Sienna Brume
Mihan Aromatics ™
MAFR002 Sienna Brume
Air Fragrance

- Sienna Brume
  MAFR002

Cue • Aromatic

Top
Sea Air
Bergamot

Middle
Soft Coconut
Cucumber

Base
Vanilla
Juniper Berry
Copaiba

Description

Forever floating in a state of angelical, athletic leisure. Never noticeably influenced by others; In fact, quite indifferent to their cafe chatter. Born of soft coconut cotton and enlivened by deep inhalations of the sea air. Magazine paper and fresh cucumber; unfaltering notes of cool condensation and poolside daydreaming. Romantically alone.

Tact

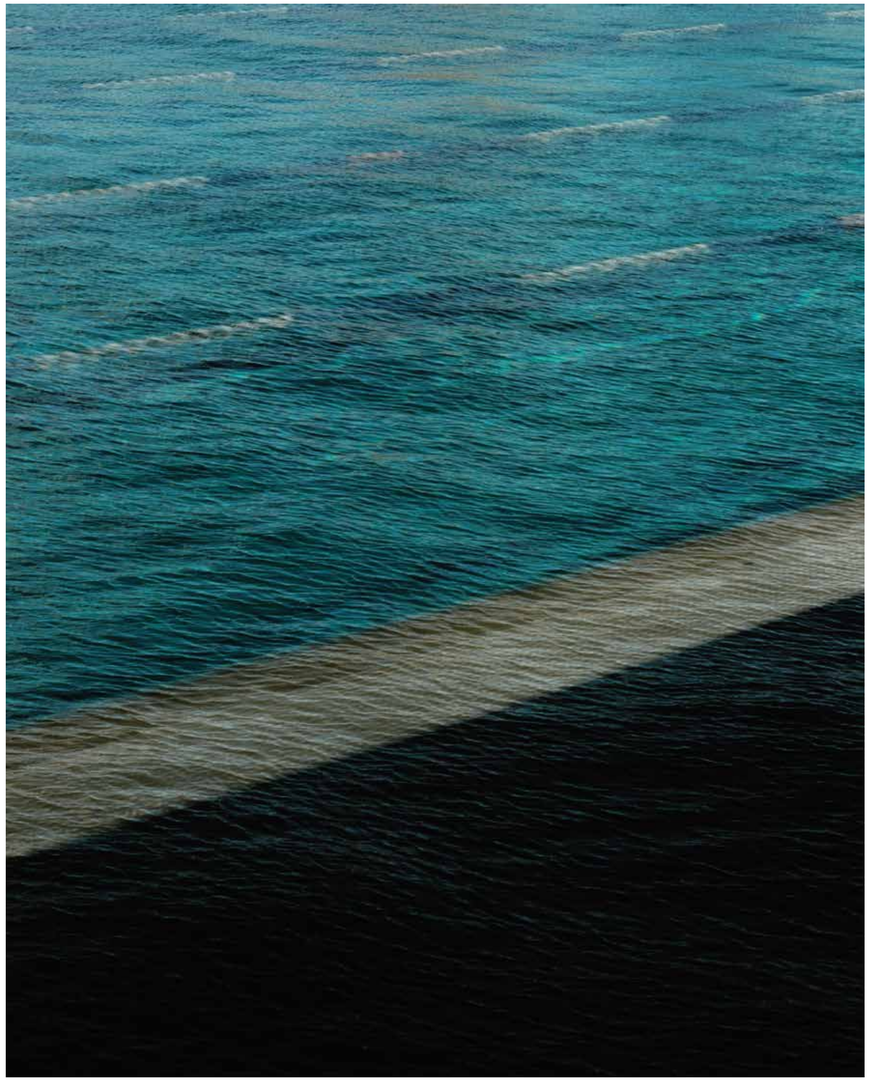
Effervescent
Supernatural
Tempting
Clever



100ml Parfum



30ml Parfum



Organic Natural Sugarcane

Mihan Aromatics parfums are meticulously distilled using Australian Organic Sugarcane, procured from sustainably-practising farms across Northern Queensland. Grown without pesticides or harmful chemicals, this clean and refined distil gently elevates each aroma.



10ml Parfum

Artist • Olga Prada



Air Fragrance



Artist • Olga Prada



300g Candle


Mihan Aromatics™
Munlark Ash
MAFR005
Net 3.4 fl oz.
℮ 100ml


Mihan Aromatics™
Munlark Ash
MAFR005
Net 3.4 fl oz.
℮ 100ml


Mihan Aromatics ™

- Guilty Story
  MAFR003

Cue • Woody Amber

Top Notes
Neroli

Middle Notes
Saffron
Cinnamon

Base Notes
Vanilla
Musk
Amber
Australian Sandalwood
Cedarwood

Description

Intent on getting lost in heady afflictions. Richly rubbery, stubbornly unattainable, inviting to touch. Hot like a sun-licked car bonnet yet smooth like the inside of an oyster shell. A familiar scene that's hard to catch and harder to forget. Volatile of its own volition. Piquant, irreverent and sort of troubled.

Tact

Irresponsible
Lustful
Leading
Gregarious



100ml Parfum



30ml Parfum





10ml Parfum

Indulge in the enchanting allure of our hand-poured candles, meticulously crafted in Melbourne, Australia. Made from 100% soy wax, they offer a luxurious 60-hour burning time.

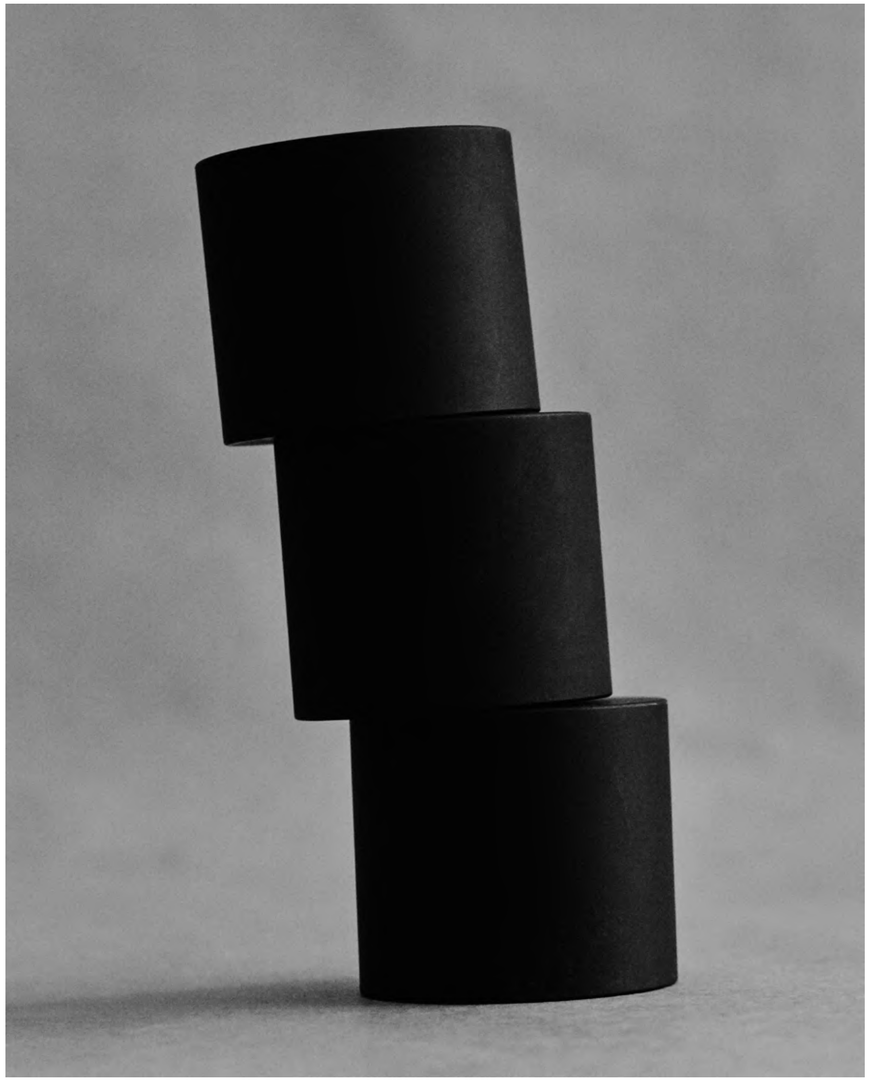
Artist • Pete Gamlen



300g Candle

Artist • Pete Gamlen





Air Fragrance


Mihan Aromatics™
MAFR004 • Petrichor Plains


Mihan Aromatics™
MAFR004 • Petrichor Plains


Mihan Aromatics™
MAFR004 • Petrichor Plains
Scented Candle 10.6 oz / 300 g

- Petrichor Plains
  MAFR004

Cue • Water

Top Notes
Rain
Iris

Middle Notes
Violet
Rosemary
Cardamom

Base Notes
Amyris
Australian Buddawood

Description

A welcomed relief from prolonged abstinence. Drenched from the sky, an invigoration of wood and earth, asphalt and ash. Awoken, aerated, then released. A eulogy for long hot days broken with weighty rain. Outdoor showers absorbing a drink. Dormant rock and aching fields entering the ether and resting on skin.

Tact

Porous
Melodious
Argillaceous
Relieving

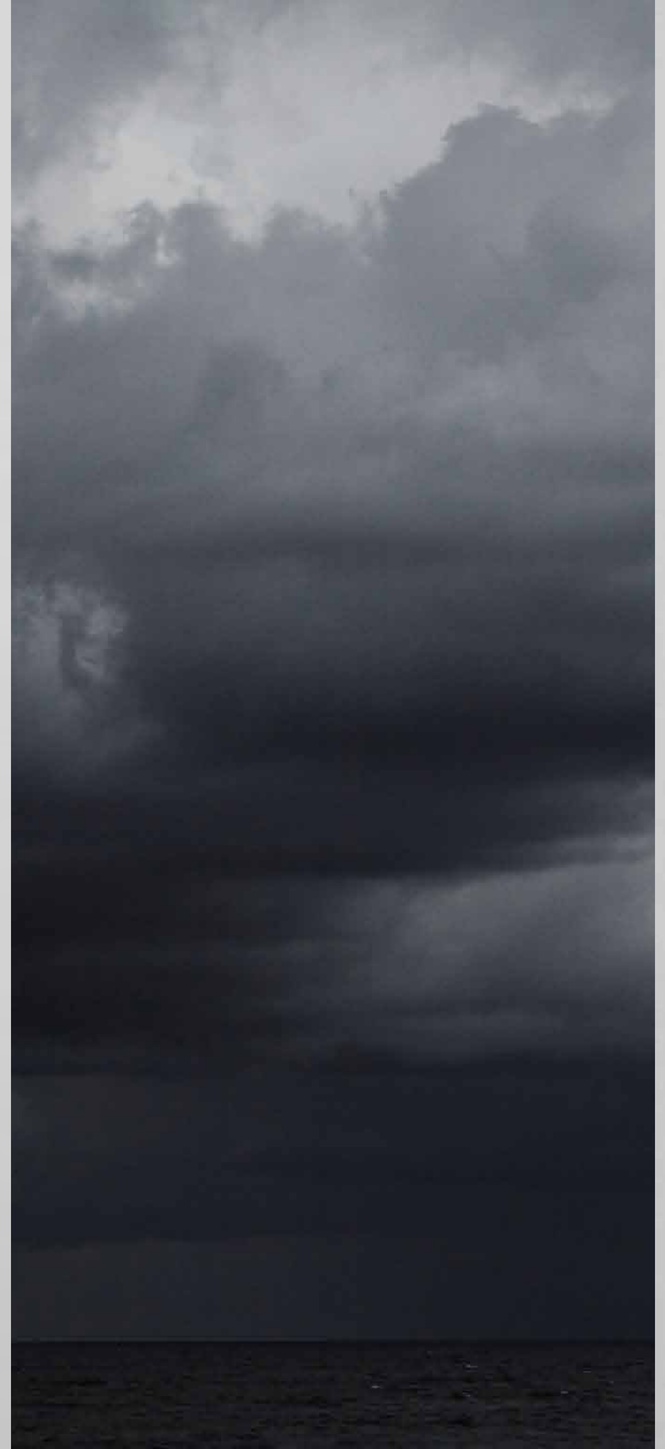


100ml Parfum

Artist • Hayden Daniel



300g Candle





10ml Parfum

Enliven your surroundings with our signature Air Fragrance card, designed to awaken your senses. Perfect for infusing vitality into your car, wardrobe, and luggage, this scent transforms any space into a captivating sensory experience.

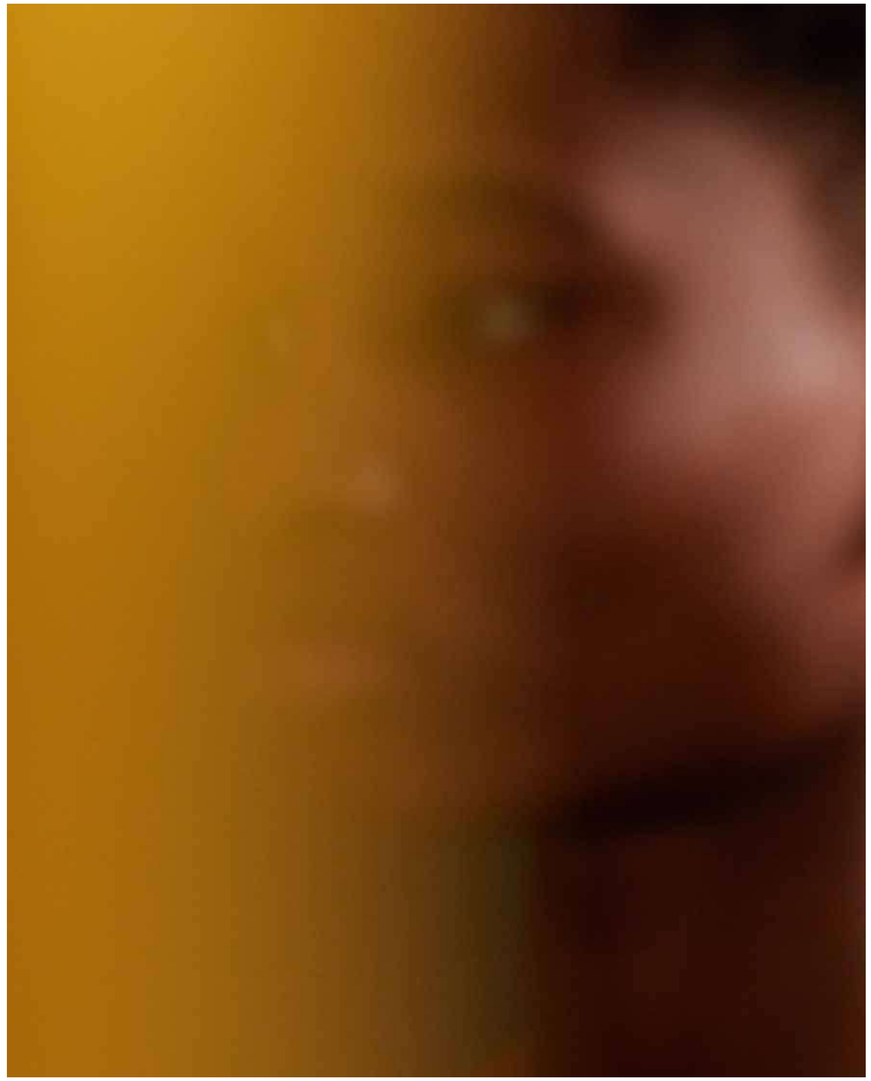
Artist • Hayden Daniel



Air Fragrance

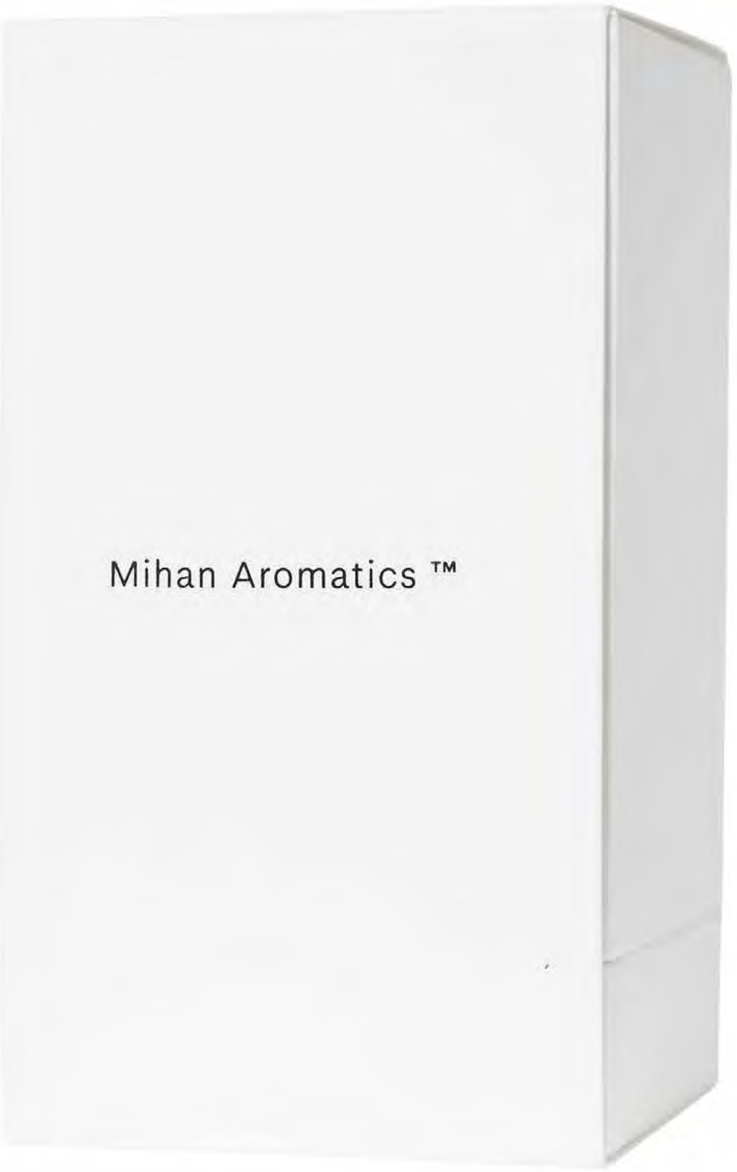


30ml Parfum




Mihan Aromatics™
Sienna Brume


Mihan Aromatics™
Sienna Brume


Mihan Aromatics ™

- Munlark Ash
  MAFR005

Cue • Dry Woods

Top Notes
Bergamot
Black Pepper

Middle Notes
Fir Needle
Tree Sap

Base Notes
Australian Blue Cypress
Vetiver
Frankincense

Description

Deep roots in undisturbed land. Creaking
and creek lined. Gasps of crushed fir needles.
A balsam of dense blue cypress and tree sap.
A remedy of morning air inhaled deeply.
Evergreen botanicals that mimic the quietness
of first light. Ancient flowering trees and woods
who graciously lend their oils for revival.

Tact

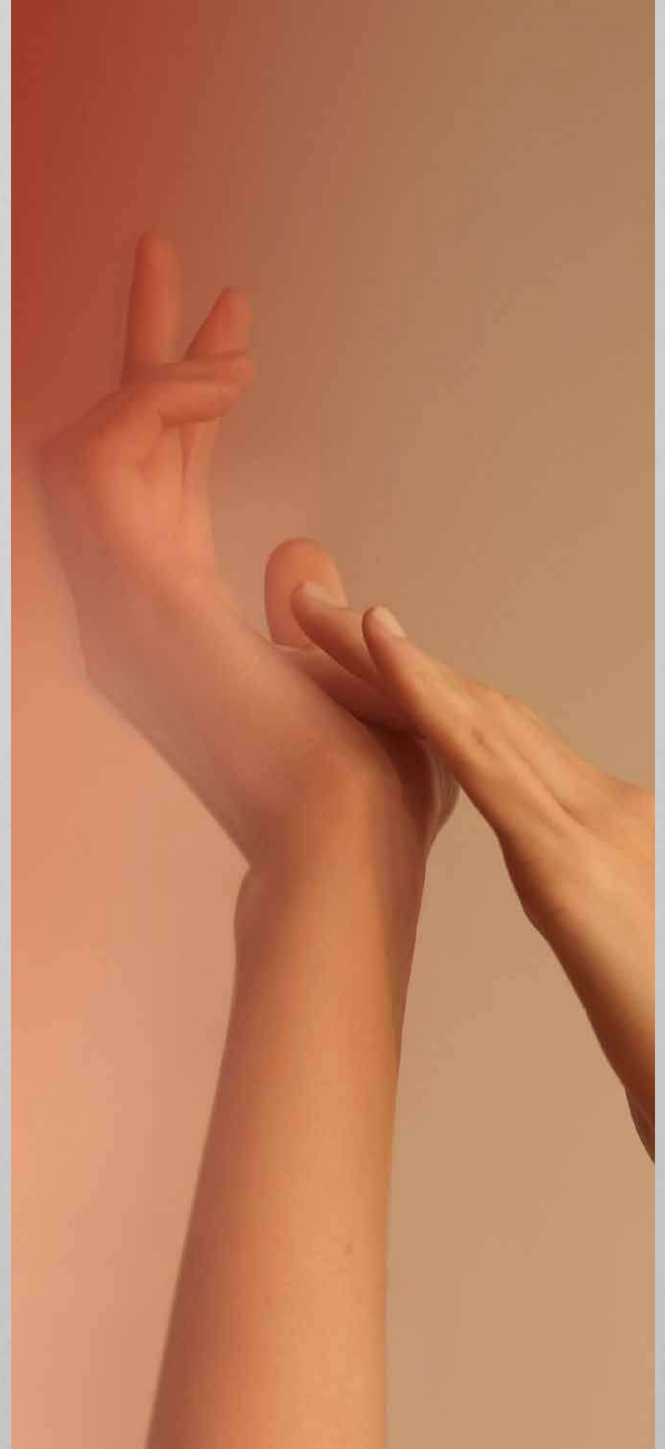
Resinous
Cleansing
Nostalgic
Arboreal



100ml Parfum



30ml Parfum





10ml Parfum


Mihan Aromatics ™ Mikado Bark
MAFR001 Net 0.34 fl oz ℮ 10ml
Mihan Aromatics ™ Petrichor Plains
Mihan Aromatics ™ Guilty Story
Mihan Aromatics ™ Kirra Curl


Mihan Aromatics ™ Guilty Story
MAFR003 Net 0.34 fl oz ℮ 10ml
Mihan Aromatics ™

- Kirra Curl
  MAFR006

Cue • Woody Amber

Top notes
Sea Salt
Lemon Rind

Middle Notes
Leather
Surf Wax

Base Notes
Vanilla
Australian Buddha wood
Australian Sandalwood

Description

Salt crusted towels, sand pushed into wax, all but closed out. Artfully self-medicated by floating solitude and reef relief. Zipped up with a coat hanger, tempered by the indoors. Last light spent breathing in something heady; like sea air or an idle pickup.

Tact

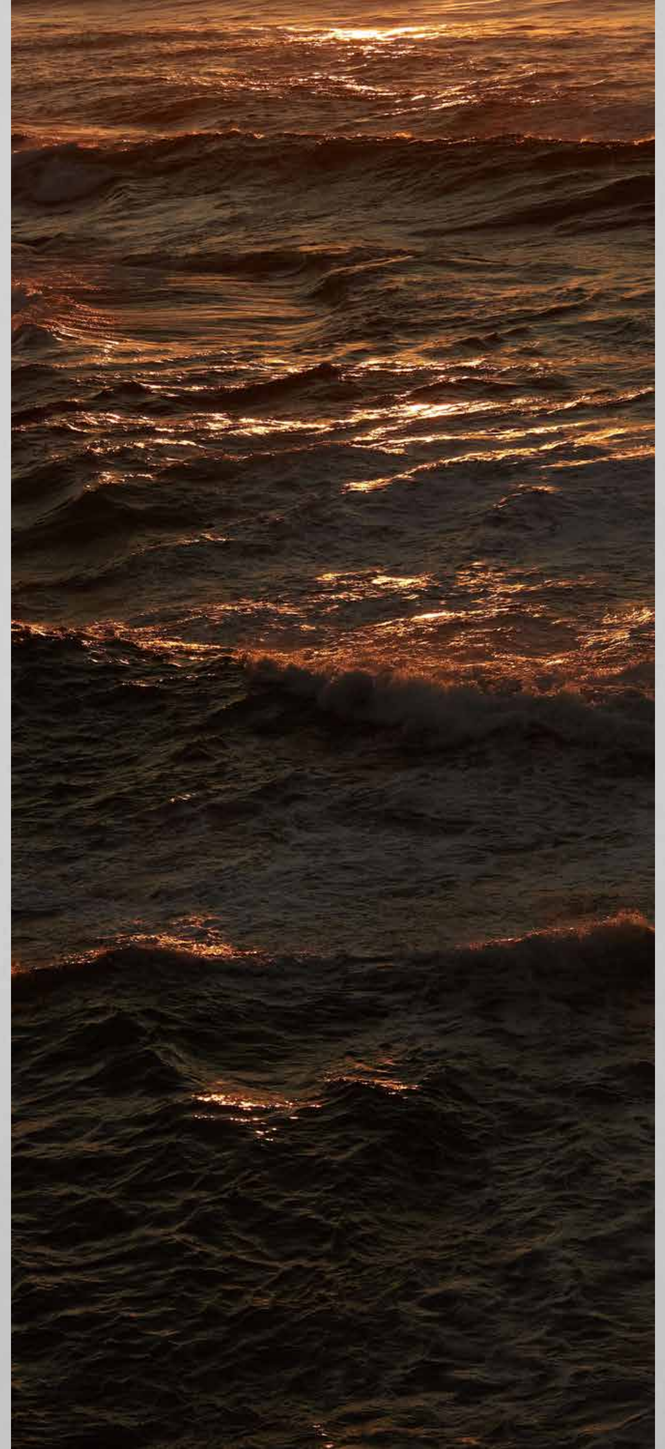
Unruly
Outnumbered
Restless
Endless



100ml Parfum



30ml Parfum





10ml Parfum

- Discovery Set
  MADS001



Description

Explore our full collection of parfums with a Discovery Set which includes Mikado Bark, Sienna Brume, Guilty Story, Petrichor Plains, Munlark Ash and Kirra Curl.

Tact

MAFR001
MAFR002
MAFR003
MAFR004
MAFR005
MAFR006



6 x 2ml Parfums

● C.3 VOICE SCENT DESCRIPTIONS

We do not deviate from, edit or adjust these scent descriptions. They have been thoughtfully constructed to offer an accurate and all encompassing verbal representation of each fragrance.

SERIES ONE
MAFR001–MAFR003

Romantic and nostalgic, Mihan Aromatics™ first series of scents were curated as a portal for the individual to be instantly transported to their favourite memories. From Edinburgh Gardens to Fitzroy Pool, the fragrances are inspired by Julia and Josh's unique sensory experiences of Melbourne.

SERIES TWO
MAFR004–MAFR006

Mihan Aromatics™ second series of scents are dedicated to the intriguing landscape of Australia. Each fragrance celebrates the complexity of Australia's flora and fauna and expresses a deep appreciation for this country's rare and natural phenomena.

● MAFR001 MIKADO BARK

A mountainous arrangement of paper and unfamiliar books exude distinction and literary prowess. This, paired with gestural hand movements, autumnal hues of corduroy, stubble and amber coloured drapes leads to an infectiously upholding presence. A musk assembled of dense cedar, thoughtful parting words and a reminiscence of dry oil paint.

Cue	Woods
Tact	Grounded Fastidious Gestural Immutable
Top	Autumn Dew Sage
Middle	Cinnamon Bark Clove
Base	Patchouli Virginian Cedarwood

● MAFR002 SIENNA BRUME

Forever floating in a state of angelical, athletic leisure. Never noticeably influenced by others; In fact, quite indifferent to their cafe chatter. Born of soft coconut cotton and enlivened by deep inhalations of the sea air. Magazine paper and fresh cucumber; unfaltering notes of cool condensation and listless poolside day dreaming. Romantically alone.

Cue	Aromatic
Tact	Effervescent Supernatural Tempting Clever
Top	Sea Air Bergamot
Middle	Soft Coconut Cucumber
Base	Vanilla Juniper Berry Copaiba

● MAFR003 GUILTY STORY

Intent on getting lost in heady afflictions. Richly rubbery, stubbornly unattainable, inviting to touch. Hot like a sun-licked car bonnet yet smooth like the inside of an oyster shell. A familiar scene that's hard to catch and harder to forget. Volatile of its own volition. Piquant, irreverent and sort of troubled.

Cue	Woody Amber
Tact	Irresponsible Lustful Leading Gregarious
Top	Neroli
Middle	Saffron Cinnamon
Base	Vanilla Musk Amber Australian Sandalwood Virginian Cedarwood

● MAFR004 PETRICHOR PLAINS

A welcomed relief from prolonged abstinence. Drenched from the sky, an invigoration of wood and earth, asphalt and ash. Awoken, aerated, then released. A eulogy for long hot days broken with weighty rain. Outdoor showers absorbing a drink. Dormant rock and aching fields entering the ether and resting on skin.

Cue	Water
Tact	Porous Melodious Argillaceous Relieving
Top	Rain Iris
Middle	Violet Rosemary Cardamom
Base	Amyris Australian Buddawood

● MAFR005 MUNLARK ASH

Deep roots in undisturbed land. Creaking and creek lined. Gasps of crushed fir needles. A balsam of dense blue cypress and tree sap. A remedy of morning air inhaled deeply. Evergreen botanicals that mimic the quietness of first light. Ancient flowering trees and woods who graciously lend their oils for revival.

Cue	Dry Woods
Tact	Resinous Cleansing Nostalgic Arboreal
Top	Bergamot Black Pepper
Middle	Fir Tree Sap
Base	Australian Blue Cypress Vetiver Frankincense

● MAFR006 KIRRA CURL

Salt crusted towels, sand pushed into wax, all but closed out. Artfully self-medicated by floating solitude and reef relief. Zipped up with a coat hanger, tempered by the indoors. Last light spent breathing in something heady; like sea air or an idle pickup.

Cue	Woody Amber
Tact	Unruly Outnumbered Restless Endless
Top	Sea Salt Lemon Rind
Middle	Leather Surf Wax
Base	Vanilla Australian Buddawood Australian Sandalwood

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