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## THE BEST IN NATURAL PERFUMERY NEWS

Welcome to our  
FIRST EDITION! of NPA Press

NPA SHOWCASE - In the spotlight

Natural Perfumery News

Reviews

NPA Press Awards!

NPA Press Room

# TABLE OF CONTENTS



6	WELCOME TO NPA PRESS
	editors note

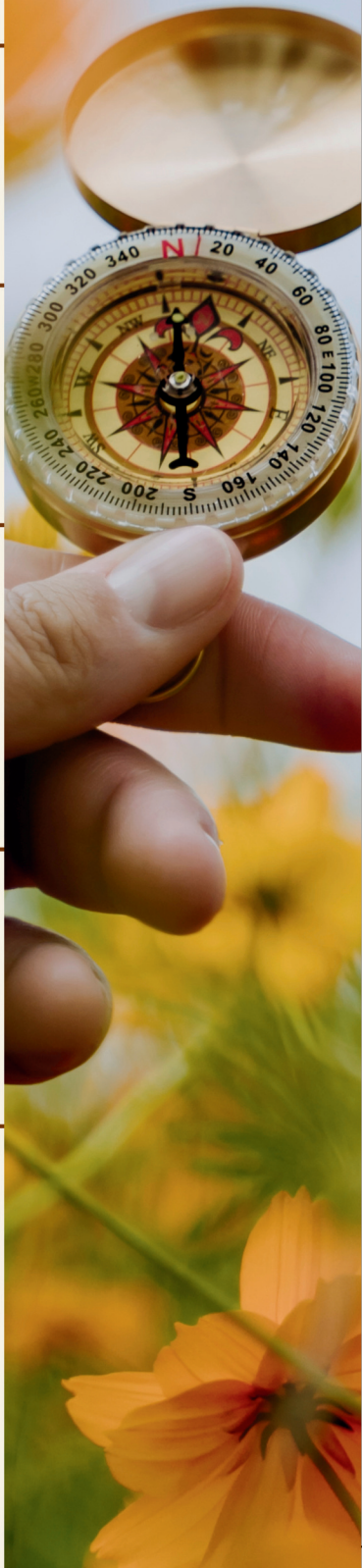
8	NATURAL PERFUMERY MADE EASY
	artcile

10	THE REBIRTH OF NATURALS
	article

12	A NATURAL PERFUME IDEA
	article

14	OUR FAVORITE NATURAL PERFUMERS
	Contributors

16	THE BEST IN NATURAL PERFUMES
	reviews





# NPA PRESS

A NATURAL PERFUME ACADEMY  
PUBLICATION

## Editor-in-Chief

Carly Ferris

## Art Direction

Jackson Davis, Lillian Pratt,  
Sharlene Rose

## Content Director

Theodore Lewitz

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## ABOUT OUR ACADEMY

### Phyllis Schwaiger

Place a short biography of this magazine's contributor here.

### Noah Schumacher

Place a short biography of this magazine's contributor here.

### Aaron Loeb

Place a short biography of this magazine's contributor here.

### Margarita Perez

Place a short biography of this magazine's contributor here.



# WELCOME TO OUR FIRST ISSUE



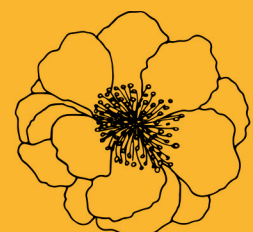
An editor's letter is a message written for a variety of purposes, from friendly to formal. They can help the reader understand the content and creative direction of a certain issue, they can give the reader an idea of what they can find in the magazine, or they can explain the issue's theme and how it can resonate with them.

If you're thinking of writing an editor's letter yourself, make your intentions clear from the start. You can be fun and creative or straightforward, depending on your needs. For the main content of your letter, there are often three main parts: the introduction, main paragraph, and conclusion.

Your letter's introduction can be a brief greeting, a few polite statements, or a background of why you're writing. The main paragraph is the bulk of your letter, containing the most important parts of your message. Finally, the conclusion sums up all your ideas. It can also include a closing statement or salutation. No matter what reason you have behind writing, it's best to be organized and plan the contents of your letter before publishing the magazine.

*Carly Ferris*  
Editor-in-Chief

**A pull quote is an impactful quote taken from the article. You can place the quote you want to highlight here.**





# BEHIND THE SCENES

Give your readers a peek at how your magazine comes to life. Feature behind the scenes photos featuring your photo shoots, your interviews, or any other activity related to putting the issue together.



Place a photo caption here.



Place a photo caption here.





# WELCOME TO NPA PRESS

By Margarita Perez.  
Photography by Francois Mercer

A short intro or kicker of the article will go here. This part acts as a bridge between the headline and the article itself.







A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content. This can include articles, stories, photographs, and advertisements.

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold? A good masthead captures the essence of your magazine, so it needs to be flexible, meaningful, and consistent enough for future issues.



Here, you can place a caption for the photo. It can be a short description or it can credit the production team.



# NATURAL PERFUMERY MADE EASY

By Noah Schumacher

Photography by Francisco Andrade



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Next, think of a compelling feature for your cover story. This will be what draws your audience in. Make sure that you have accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match. Appeal to your audience, choose the right fonts and images, and you'll have a magazine that people will remember for years to come. When you've decided on your cover story, come up with



a cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists.

Think about what your audience would be interested in and get writing! Again, choose engaging photos and graphics to accompany your words, as these also help catch your audience's eye.





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After writing all your articles and adding them to your layout, list down all the titles to set up your table of contents. You can add a brief description for each article or keep it simple and paste the feature titles on the page. Don't forget your page numbers too!

Finally, design your back page. Most magazines feature a full-page advertisement, which

you're also welcome to do. Why not partner with a local business and feature their products? Not your style? Simply include some contact information and tell your audience how to reach you. Add your social media handles, email, or even any publication information you think they'd be interested in.

You can even just extend your cover photo to keep things clean and simple. A magazine can be a great way to reach your audience and communicate your message to the world. With great, curated content, yours can be a bestseller in no time.



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# The Rebirth of NATURALS

By Theodore Lewitz  
Photography by Sharlene Rose

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# A Natural Perfume Idea



By Noah Schumacher  
Photography by Francisco Andrade

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# Our Favorite **NATURAL PERFUMERS**

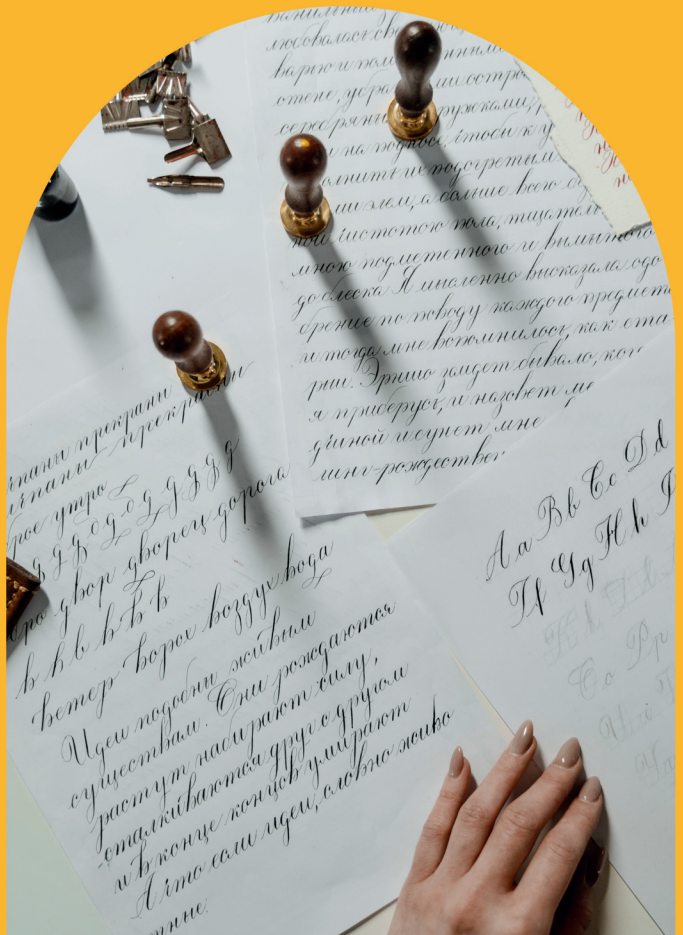
By Phyllis Schwaiger  
Photography by Jin Ae Soo

A short intro or kicker of the listicle will go here. This part acts as a bridge between the headline and the items on the list.





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THE BEST IN

# NATURAL PERFUMES

By Phyllis Schwaiger  
Photography by Jin Ae Soo

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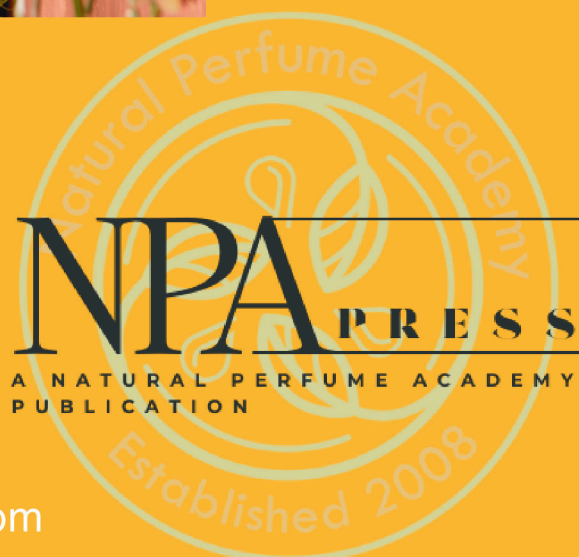


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