

MURI
LELU

Brand Deck

MEET MURI LELU

Muri Lelu is on a mission to make whole flower cannabis central to the beauty conversation.

Our high-performance skincare is cleanly crafted with organic, full-spectrum cannabis sativa (hemp) extract that harnesses the plant's complete range of therapeutic compounds for maximum anti-inflammatory, antioxidant and anti-aging benefits.



FOUNDERS

Muri Lelu was created by women of charisma, complexity and discernment who actively pursue a life of curiosity.

A diverse collective of life-long friends and family, the women of Muri Lelu are cannabis and clean beauty consumers who wanted to celebrate both without compromising on luxury.

With a deep appreciation of beauty in the everyday, insatiable wanderlust — and of course, a great love of natural skincare and cannabis —the founders are committed to celebrating the “hidden self” that lives within us all.





NOT JUST ANOTHER CBD BRAND

*The Gucci of cannabis: it's full flower
or nothing.*

Muri Lelu is a luxury cannabis brand unapologetically committed to celebrating cannabis as a whole plant, from the seed up. Here's how cannabis works its plant magic on our skin:

- Treats chronic inflammation that causes premature aging
- Neutralizes free radical damage
- Regulates excess oil production; treats breakouts and acne
- Calms redness, rosacea, and eczema
- Reduces swelling and puffiness

- We exclusively use organic full spectrum CBD including cannabinoids, terpenes, chlorophyll, fatty acids and beneficial plant compounds — always sourced from sustainable, woman-owned farms.
- Each bottle is infused with Cannabis Aromatherapy™, a richly relaxing multi-sensory experience that elevates cannabis' ancient aromatic wisdom to the highest levels of luxury.

Formulated in the Southwest of France by a nose trained in translating moods, emotions and memories into fragrance, our proprietary Sativa and Indica blends draw from the plant's native flavor and fragrance profiles to uplift the spirits, deepen connection to the body and create tranquility.

- We acknowledge the impact of the cannabis prohibition via our Higher Standard Pledge and commit to giving back to Black, Brown and Indigenous communities disproportionately impacted by the War on Drugs. We donate a portion of sales to organizations providing legal defense resources and mutual aid.



START UP WITH SATIVA

SATIVA BLOOMRISE SERUM

US \$125 RETAIL

1 FL OZ / 30ML



Full flower, full day benefits.

*Boost glow and activate natural radiance
with this a.m. multi-corrective*

KEY BENEFITS:

- Triple-hydrates thirsty skin
- Reduces hyperpigmentation, calms redness and treats irritation
- Refines skin texture and minimizes pores
- Plumps, firms and smoothes fine lines
- Infused with Sativa inspired cannabis aromatherapy that awakens and invigorates with top notes of bergamot, geranium rose, lemongrass and juniper.

KEY: INGREDIENTS:

- Abyssinian/Watermelon seed: Deeply moisturizes
- Linseed/Celery: Promotes firming
- Sunflower Seed: Stimulates collagen production
- White Horehound/Tocopherol: Fights damaging UV rays and toxins
- Poet's Narcissus/Sandalwood: Clears blemishes
- Prickly Pear: Wrinkle prevention



WIND DOWN WITH INDICA

MAUVAISE HERBE INDICA OIL

US \$125 RETAIL

1 FL OZ / 30ML



KEY BENEFITS:

- Deeply hydrates and nourishes
- Calms redness, balances excess oil production, and dissolves impurities
- Reverses hyperpigmentation, sun damage and deep wrinkles
- Tones, firms and tightens skin's elasticity
- Boosts and maintains cell regeneration for a healthy, youthful glow
- Indica-inspired essential oils relax and de-stress with top notes of black pepper, nutmeg, cypress, clary sage and petitgrain

KEY INGREDIENTS:

- Prickly Pear: Restores
- Baobab: Protects against free radicals and toxins
- Abyssinian Oil: Minimizes wrinkles
- Watermelon seed: Dissolves impurities
- Pomegranate: Antioxidant
- White Lupin & Rosehip: Improves firmness and tone

Relax, refresh and restore.

Renew radiance and diminish visible signs of aging with this intensive p.m treatment:



RITUALIZE REST WITH GRASS NUIT

GRASS NUIT REBIRTH RETINOID

US \$135 RETAIL

1 FL OZ / 30ML



KEY BENEFITS:

- Refines skin texture and evens out tone
- Stimulates collagen production natural cell turnover
- Reduces fine lines and wrinkles
- Brightens and reverses hyperpigmentation
- Plumps and restores elasticity
- Tighten, tones and preserves skin's structural integrity
- Indica-inspired essential oils relax and de-stress with top notes of black pepper, nutmeg, cypress, clary sage and petitgrain

SYNERGISTIC CLINICALLY-PROVEN ACTIVES:

- Granactive Retinoid (1%): reverses signs of aging without irritation
- Teff Grass Peptide: firms and combats fatigue
- Hyaluronic Acid: restores moisture
- Ceramides: barrier repair and strengthening
- Niacinamide: brightens, tightens and tones

STRESS SUPPORT COMPLEX:

- Sea Mayweed: protects and reduces redness
- Aloe: de-stresses and hydrates
- 2% Organic Full Flower Cannabis Sativa: pairs with retinoid to calm, soothe and fortify

Refine, repair, regenerate

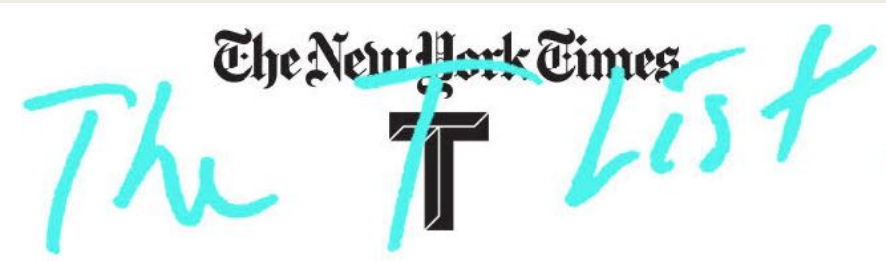
Reverse signs of aging and restore skin's vitality with this supercharged nightly retinoid that combines cannabidiol and clinically-proven actives:



PRESS

COVETEUR

BYRDIE



FOOD & WINE

4 Self-Care Holiday Gifts to Enjoy This Year

4. Muri Lelu Mauvaise Herbe Indica Oil

"I've never been a fan of lotions but love how oil penetrates the skin. My new favorite skincare product is the Mauvaise Herbe Indica Oil, which uses whole-flower *Cannabis sativa*. The aroma and nourishing quality of this terpene-rich blend of botanical oils make it a pleasure to use. I also appreciate their support of legal organizations that fight unjust drug convictions." (\$135, [credobeaauty.com](#))



InStyle




The 14 Best CBD Beauty Products for Everything From Skincare to Sleep

This soothing ingredient deserves a spot in your routine.

Best Face Oil: Muri Lelu Mauvaise Herbe Indica Oil

This industry newcomer has proven to be a forceful contender in not only CBD-based beauty, but in natural skincare overall, laserling its efforts onto a single keystone product: facial oil. The luxury formula combines cannabinoids with a flurry of rich, nourishing natural oils and extracts, from moisturizing squalane to licorice root to watermelon seed and beyond. A word of warning, though: Due to the purity and volume of CBD within, this oil smells distinctly "weedier" than most.

Shop now: \$150; [murilelu.com](#)



TZR

(Beauty)

Meet Muri Lelu, A New Cannabis Skincare Brand Donating To Restorative Justice

VOGUE

This Face Oil Is the Chicest New Development in Cannabis Skin Care

THE CUT

Allure's Fashion Director on Her Favorite Beauty Products Pat McGrath lipstick, Muri Lelu face oil, and Maybelline mascara.



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BeautyIndependent®

Why Muri Lelu Centers Its Story On The Cannabis Plant

allure

These Are Allure Editors' Favorite New Beauty Products for April 2021

10/20

Muri Lelu Bloomrise Sativa Serum

he milky, lotion-like Muri Lelu Bloomrise Sativa Serum does a little bit of everything. It's like a failsafe serum when you are not exactly what your skin needs but know something has to come to the rescue. Its medley of plant-based oils and extracts, like hemp, watermelon, and prickly pear, simultaneously healed my skin after hormonal acne wreaked havoc on my face while



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MURI LELU BRAND DECK 2022