

M U R I

L E L U

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-derived) 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 educating on the changing role of cannabis, and celebrating the “hidden self” that lives within us all.

- 🌸 Woman-Owned
- 🌸 BIPOC-Owned





NOT JUST ANOTHER CBD BRAND

The Gucci of Cannabis:

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 and rosacea
- ✿ Treats irritation and eczema
- ✿ Reduces swelling and puffiness

Full Flower from the seed up.

- ✿ We exclusively use organic full spectrum CBD including a broad range of cannabinoids, terpenes, chlorophyll, fatty acids and beneficial plant compounds.
- ✿ We borrow from cannabis terpenes — the compounds that give the plant its beautiful smell — to create proprietary Cannabis Aromatherapy(™) ritual blends—known for mood enhancing benefits that support our well-being from the inside out.
- ✿ We source from sustainable, women-owned farms and rigorously test our cannabis for potency and purity.
- ✿ Our Higher Standard(™) pledge acknowledges the impact of the cannabis prohibition — we donate a portion of sales to organizations that give back to communities disproportionately impacted by the War on Drugs.

START UP WITH SATIVA:

Sativa Bloomrise Serum

US \$135 Retail

1 FL OZ / 30ML

Full flower, full day benefits.

Boost glow and activate natural radiance with this a.m. multi-corrective primer for all skin types



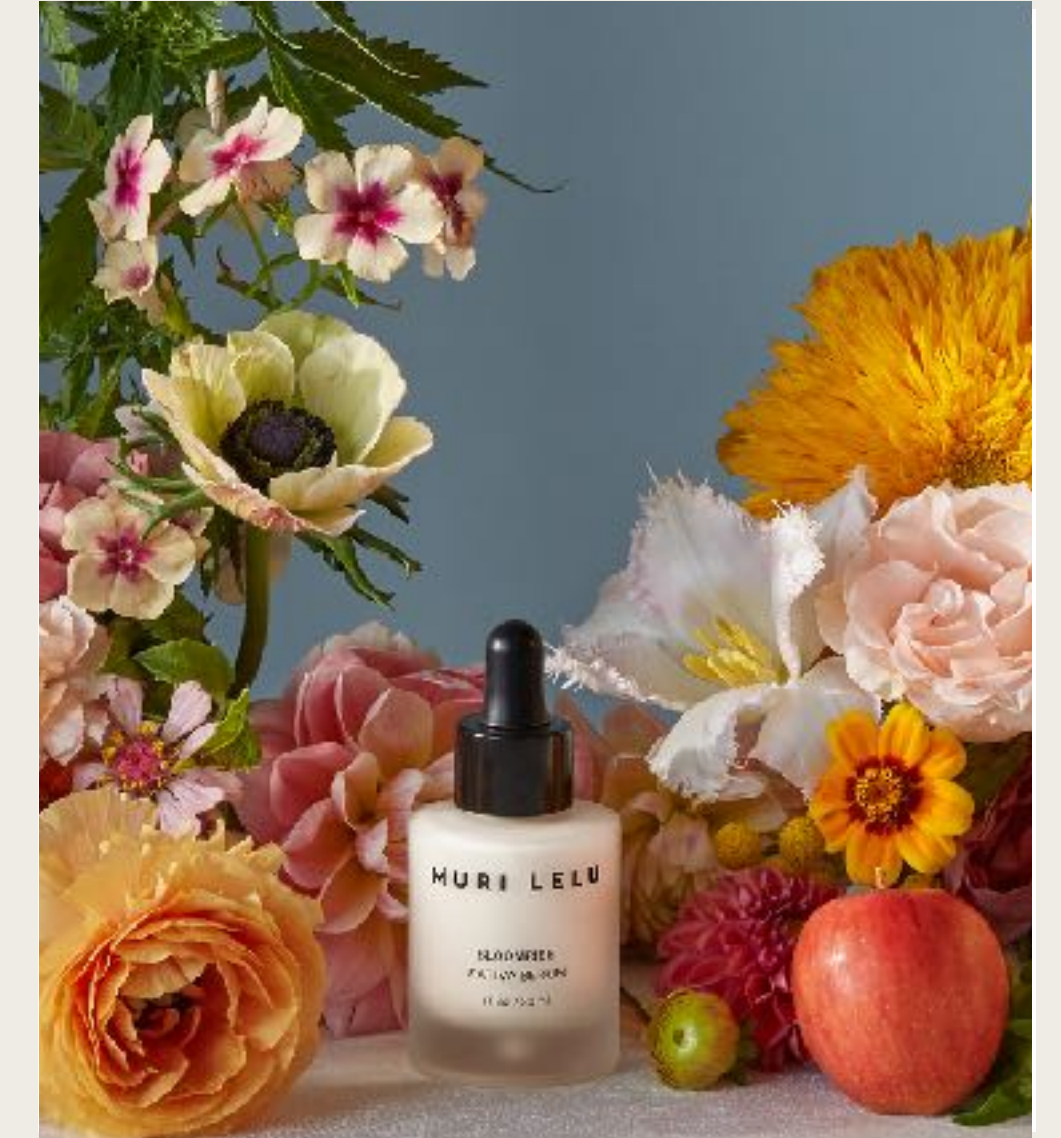
KEY BENEFITS

- * Triple-hydration quenches thirsty skin
- * Treats signs of aging with powerful anti-inflammatories and antioxidants
- * Reduces hyperpigmentation and sun damage
- * Calms redness and rosacea
- * Treats irritation and eczema
- * Minimizes pores and refines skin texture
- * Tightens, plumps, firms and stimulates collagen production
- * Smooths fine lines
- * Blue light and environmental protection



KEY INGREDIENTS

- * Full Flower Cannabis Sativa Extract: reduce inflammation, reverse free radical damage
- * Aloe Vera: hydrating and soothing
- * Watermelon Seed Extract : restores elasticity
- * Apple Stem Cells: repairs skin damage,
- * Prickly Pear Oil: reduce inflammation and acne
- * Poet's Narcissus Extract: treats hyperpigmentation



ACTIVATING CANNABIS AROMATHERAPY

- * Infused with Sativa inspired Cannabis Aromatherapy™ (terpenes) that awakens and invigorates with top notes of neroli, geranium rose, lemongrass and juniper

WIND DOWN WITH INDICA:

Mauvaise Herbe
Indica Oil

US \$135 Retail

1 FL OZ / 30ML

Relax, renew and restore.

Renew radiance and diminish visible signs of aging with this intensive p.m treatment for a beauty sleep like no other



KEY BENEFITS

- * Deeply hydrates and nourishes
- * Tones, firms and tightens skin's elasticity
- * Boosts collagen production and maintains cell regeneration for a healthy, youthful glow
- * Minimizes fine lines and deep wrinkles
- * Reverses hyperpigmentation, sun damage
- * Calms redness and rosacea
- * Treats irritation and eczema
- * Balances oil production, treats blemishes, dissolves impurities

KEY INGREDIENTS

- * Full Flower Cannabis Sativa Extract: reduce inflammation, reverse free radical damage
- * Squalane (sugar derived) : hydrating and softening
- * Pomegranate seed oil: repairs environmental damage
- * Licorice root extract: brightening
- * Rosehip seed oil: skin regenerator
- * White Lupin: stimulates collagen production

ACTIVATING CANNABIS AROMATHERAPY:

- * Infused with Sativa inspired Cannabis Aromatherapy™ (terpenes) that relax and de-stress skin and mind with top notes of black pepper, nutmeg, sweet basil, cypress, clary sage and bergamot

PRESS

Muri Lelu has been featured in industry-defining publications and is a cult-favorite of editors and tastemakers alike.



HOME > BEAUTY > BEAUTY PRODUCTS & [Share](#)

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, lasering 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.



Courtesy

Shop now: \$150; murilelu.com

THE CUT

AUTO-REFILL | APR. 13, 2021

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

By Daize Bedolla @daizebedolla



VOGUE

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



PRESS



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)

BYRDIE

Best for Balancing: Muri Lelu Mauvaise Herbe Indica Oil



VIEW ON MURILELU.COM



Why Muri Lelu Centers Its Story On The Cannabis Plant

allure

EDITORS' FAVES

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

10/20

Muri Lelu Bloomrise Sativa Serum

The 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 **mp**, watermelon, and prickly pear, simultaneously healed my skin after **hormonal acne** wreaked havoc on my face while



The 32 Best Beauty Products That Launched In January



MURI LELU RETAIL PRESENTATION 2022