

MURI

LELU

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 lovers who wanted to authentically 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 the chronic inflammation known to cause premature aging
- ✿ Neutralizes free radical damage
- ✿ Regulates excess oil production; treats breakouts and blemishes
- ✿ Calms redness and ongoing sensitivity
- ✿ Helps heal irritation and itchiness
- ✿ 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 with mood enhancing benefits that support 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: reduces inflammation, reverses free radical damage
- * Aloe Vera: hydrating and soothing
- * Watermelon Seed Extract : restores elasticity
- * Apple Stem Cells: repairs skin damage
- * Prickly Pear Oil: diminishes the occurrence of breakouts
- * Poet's Narcissus Extract: helps to treat discoloration caused by sun damage

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 \$125 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 Spectrum Cannabis Sativa Extract: reduces inflammation, reverses free radical damage
- * Squalane (sugar derived): hydrates and softens
- * Pomegranate Seed Oil: repairs environmental damage
- * Licorice Root Extract: brightening
- * Rosehip Seed Oil: skin regenerator
- * White Lupin: stimulates collagen production

RESTORATIVE 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

FULL FLOWER RITUAL:

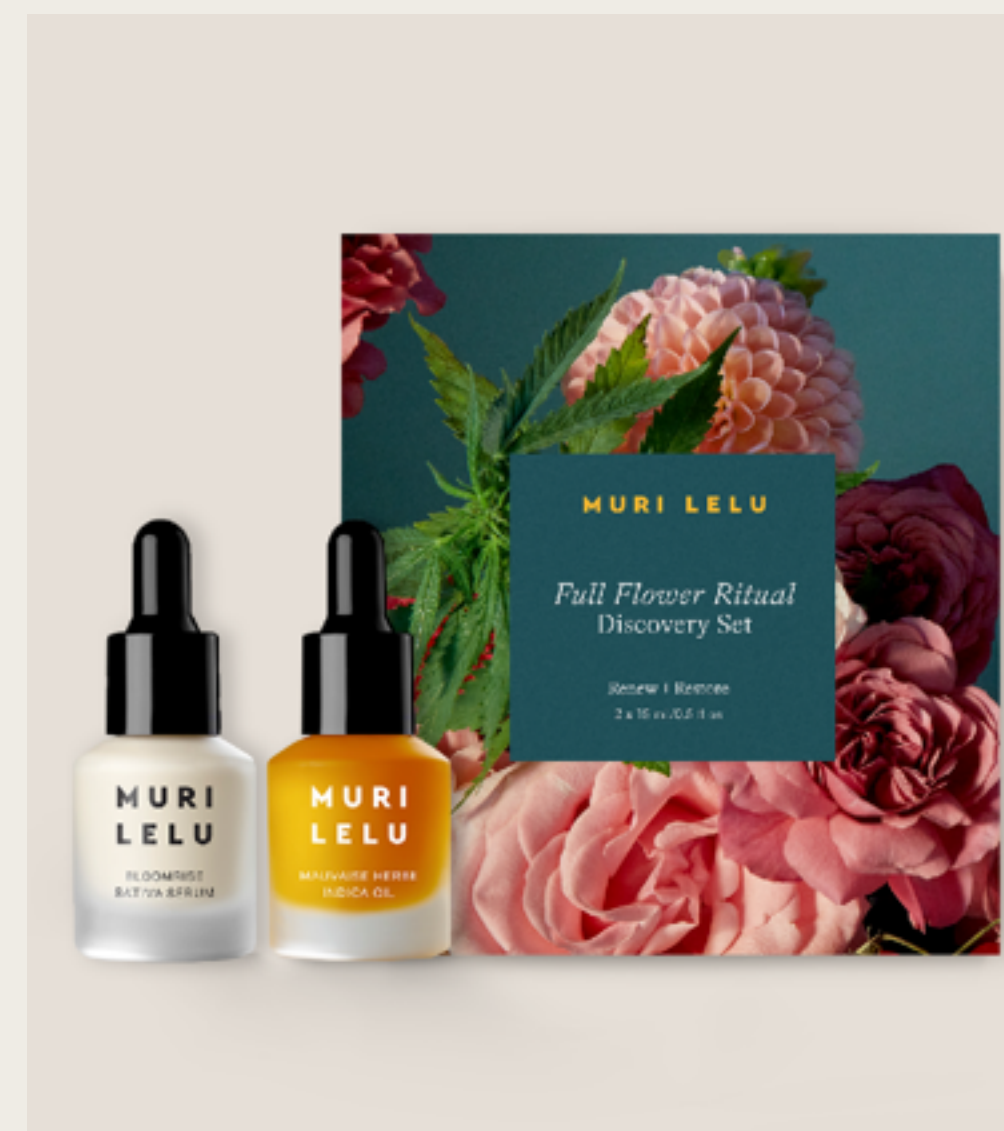
The Discovery Set

US \$120 Retail

Bloomrise Sativa Serum: 0.5 FL OZ / 15ML
Mauvaise Herbe Indica Oil: 0.5 FL OZ / 15ML

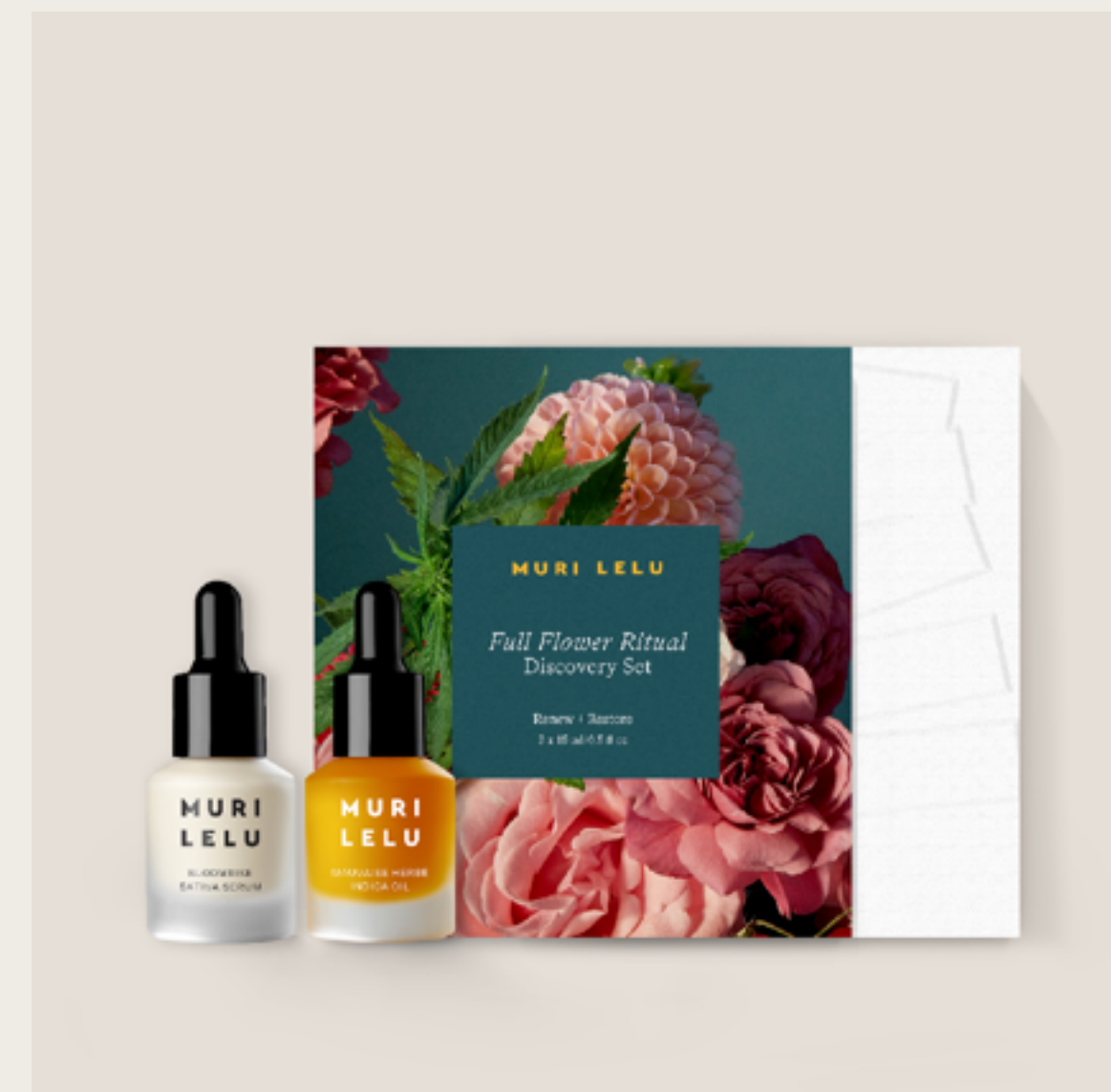
The perfect pair.

Indulge your canna curiosities and cultivate a luxurious, two-step skincare ritual with these half-sized (15ml) bottles of our cult favorite cannabis skincare duo that nourish, repair and deliver glow 24/7



KEY BENEFITS [THE DUO]

- * Synergistically addresses skin's specific needs each a.m. and p.m.
- * Protects and perfects by day, nourishes and restores by night
- * Manages the chronic inflammation that causes visible signs of aging
- * Antioxidant-rich system reverses environmental damage and boosts overall skin health



SIGNATURE CANNABIS AROMATHERAPY:

- * Experience an elevated, sensorial daily ritual with our Cannabis Aromatherapy™ blends inspired by the plant's signature Sativa (energizing) and Indica (calming) strains



HIGH TEAS & INFUSIONS:

Chai

US \$38 Retail

15 SACHETS

More magical mornings.

Introducing the High Teas & Infusions Chai: a 100% organic CBD tea blend designed to enhance your morning ritual by switching the brain on and grounding the body in balance



KEY INSPIRATION

- * High Teas & Infusions Chai is an ode to our Co-Founder Sarah Girgis' Egyptian heritage and is steeped in the spices and flavors her family grew up on

KEY INGREDIENTS

- * Broad Spectrum Cannabidiol (10mg/ sachet): aids with stress management and supports full-body calm for up to 6 hours
- * Organic Black Tea: a clean source of caffeine that sharpens daily energy levels
- * Organic Chai spice blend: rich in anti-inflammatory, antioxidant and stress relieving properties; supports better brain and immune function

HOW TO ENJOY:

- * Steep a sachet for 3 to 6 minutes in boiling water. Enjoy as part of a daily morning ritual, or anytime the mind seeks focus and balance
- * Start up with Sativa: for an invigorating moment of morning intention setting, pour a cup of High Teas & Infusions Chai before or after your skincare ritual

HIGH TEAS & INFUSIONS:

Lavender
Chamomile

US \$38 Retail

15 SACHETS

Disconnect from the Day

Introducing the High Teas & Infusions Lavender Chamomile: a 100% organic CBD tea blend designed to enhance your evening ritual by calming the spirits and prepping the body for restorative sleep



KEY INSPIRATION

- * High Teas & Infusions Lavender Chamomile is an ode to our Co-Founder Muri's French heritage and is a reminder of summers spent with her family in the South of France



KEY INGREDIENTS

- * Broad Spectrum Cannabidiol (10mg/ sachet): aids with stress management and supports a sense of full-body calm for up to 6 hours
- * Organic Lavender: a soothing support for anxiety, sleep and overall tranquility
- * Organic Chamomile: promotes digestive and immune health



HOW TO ENJOY

- * Steep a sachet for 2 to 5 minutes in boiling water. Enjoy as part of a daily evening ritual, or anytime the mind craves ease
- * Wind down with Indica: for a hit of evening tranquility, pour a cup of High Teas & Infusions Lavender Chamomile blend before or after your skincare ritual

PRESS

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

InStyle



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

allure

ALL DOLLED UP

Greta Lee Finally Gets to Wear Different Eyeliner in *Russian Doll* Season 2

"Oh my God! My ultimate favorite product that I want to scream about to everyone is this **Muri Lelu duo**," she says. "I'm obsessed with that product. I swear, they don't pay me; this is not a hashtag ad. I feel like this has single-handedly changed my skin. It's a beautiful product."



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



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 hemp, 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

