



ABELA BY SCENTS OF AFRICA  
**RUSTIC AFRICA**  
C O L L E C T I O N

LIVE INTENTLY

LIVE ARTISTIC



# WELCOME TO OUR WORLD

Abela is an afro-centric artistic perfumery with a social & niche approach to perfume artistry.

Simply, we tell afro-centric stories through scent art; capturing the true narrative about Africa and inspiring creative expression channels for the collective growth of Africa and its people.

Abela by Scents of Africa represents and symbolizes the African dream, heritage, and creative essence. It is a symbol of our Afro-centric taste, cultural privileges, and creative success.

Our approach to creativity is deeply artistic and intuitive. We believe in the philosophy of living life with purpose and living it artistically.

Our olfactory expressions are a piece of art and design. Our philosophy reckons with the vision to promote original olfactory forms hence we pledge to an international perfumery code of ethics that strives to instill consumer trust in the art of perfumery.

## THE ÀBÈLÀ STORY

*Àbèlà by Scents of Africa® was born in the home of its founder, Deola Paul-Inyang; who inspired by the euphoria of exotic scents, desired to create a sensational, deep & emotive experience with scents.*

*Àbèlà may sound generic, however, for the people of western Nigerian origin, it means “Candle”. The name Àbèlà® was inspired by the childhood memories of its founder where her grandmother on New Year’s eve would light up white taper candles to usher in the New Year. Indicative of a light-filled season, her grandmother would say “e lo tan Àbèlà” – which interpreted in Yoruba means “Go, light up the candles”. Though unscented, the candle lighting experience was so profound; birthing the Àbèlà® brand.*



# THE ABELA SIGNATURE MOTIF

SYMBOLS OF OUR AFRICAN ESSENCE





*10 hieroglyphs represent  
Ábèlà by Scents of Africa.®*

*The creative beauty and essence of  
Ábèlà is epitomised in its Rustic  
Signature motif. This signature is a  
symbol of our mark of excellence as  
Africans in a bold and contemporary  
world.*

*As was in Africa's ancient paths  
wherein stories were passed on from  
generations through hieroglyphs, so  
is the message of our history, our  
present, our future, our hope and our  
dreams communicated through the  
Rustic Signature Motif of the Ábèlà  
brand.*

## THE 3-PRONGED AFRICAN COMB

A representation of Beauty and Femininity, the 3-pronged comb is synonymous with the Yoruba culture; a necessity for women of beauty in western Nigerian. Made of natural wood, the use of this comb dates back to ancient history and its use in other variations is not uncommon in other African ethnicities.

The importance of this comb cannot be underestimated as it is the epitome in the creation of beautiful and dazzling African hairstyles on the female "ori"; her crown of feminine beauty. Just as this comb is a sure piece to create beauty on the female crown, so does Abèlà by Scents of Africa inspire beauty.



## THE AFRICAN MUD HUT

Dating back to the early years in Africa, people lived in mud huts with thatched roofs. These mud huts can still be found in some hinterlands across polar parts of Africa.

In older times, it took the strength of 4- 8 brawn men to dig up the mud for molding into beautiful edifices for the man of the house and his household. The beautiful edifices housed a man's abundance and wealth.

Synonymous with the mud hut's ancient regality, Abèlà by Scents of Africa ignites the symbolism of Africa's regal beauty & primal wealth.



## THE KEY OF PRIVLEDGE

The key has been widely used as a symbol for many centuries among many cultures as a representation for privileged access.

In the Abèlà™ brand, the key is a symbol of open doors; the access to the power for creativity and a vista of opportunities.





## THE RADIANT SUN

In similitude with the Sun and its ability to put on a show of radiance, so does the Abèlà™ brand unearth the radiance inherent within.

## THE RIVER OF LIFE

The River represents the flow of life. Rivers flow in a distinct pattern, filling the soil around it with moisture to give life to everything that depends upon it.

The redeeming presence of the flowing river purifies and incites hope.

Synonymous with the River, Abèlà™ inspires life and holistic living.



### INTRODUCING RUSTIC AFRICAN COLLECTION

*From out of Africa rises a new dawn.  
A new heart; bold in its quest.  
Definite in its creative intent.*

*The heart of Africa beckons.  
Its essence is defined by its character.  
Its history retold.  
Its dreams re-established.*

*Home is in the heart of every jar.  
There's a story in every fragrance;  
our history, our present, our future;  
our pride; retold through  
the Art of Olfaction*

*This is the story of Rustic Africa*



## THE PALM TREE

The Palm tree symbolizes sustainability and fruitfulness. Being a fruit-bearing tree, the palm sustains life.

The Àbèlà™ brand symbolizes the innate potential of every human to be fruitful and bear fruits that sustain the life of others.



## THE FEATHER OF NOBILITY

The feather as a symbol of nobility is deserving to people of sage with profound wisdom.

It is an honour and therefore ascribed upon the lives of every member of the Abela tribe.



## THE FLAME OF PASSION

The flame of passion is a representation of our passion, compulsion, social responsibility, zeal, creativity and motivation to be the best of who we are.

It is a constant reminder that each one should never let the flame die out on our passion to impact the lives of people in our sphere of influence.

We are Àbèlà™, a candle ignited to make a difference in our world with the zeal never to burn out.



## THE FLOWER'S HEART

The flower's heart is meaningful in every respect. To many it is the epitome of beauty personified in itself.

Flowers are a symbol and a token of love, friendship and affection. The flower's heart evokes feelings that are unexpressed by words. They simply express the true essence of love from the heart of the giver.

There are many things Àbèlà™ would love to express in words, but often times we know it is best expressed through our art & essence.

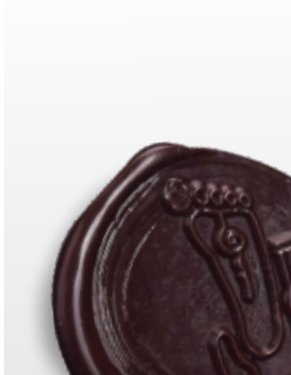


## THE INDELIBLE FOOTPRINT

A footprint in the concrete of time leaves a solid imprint. Indelible in its nature, we remember the footprints of the great people before us.

The Indelible footprint reminds us of the need to build our legacy for generations unborn.

Embracing beautiful memories, Àbèlà™ incites us all to leave lasting legacies in the heart of the world; that we may never be forgotten.



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*This is the story of Rustic Africa*



# Ìlàrí

(3 - pronged African wood comb)

The beauty of the 3- pronged African Wood Comb emphasizes the regality of our African essence & creativity.

The “Ìlàrí” for centuries long has been an essential tool in the creation of regal hairstyles that adorn the “Ori” of kings & queens alike. The Ìlàrí is a semblance of the woody core of the material laced with the spicy & invigorating air that is reminiscent of the homely ladies who effortlessly wielded this ethnic tool of adornment.

## PERFUME NOTES

**Top:** mint leaf, bergamot, coconut

**Heart:** Moroccan spice, geranium, cinnamon, oak

**Base:** sweet, sandalwood, vanilla bean, tonka, black amber



Ambiance Perfume  
Diffuser 100ml

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**₦15,000**  
\$44.00/£35.00  
\*RRP



Ambiance Perfume  
Diffuser Refill 500ml

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**₦25,000**  
\$60.00/£48.00  
\*RRP



Ambiance Perfume  
Diffuser 250ml

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**₦28,000**  
\$72.00/£57.00  
\*RRP



Home Perfume  
Room Spray

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**₦8,500**  
\$20.00/£16.00  
\*RRP

\*Note: Recommended Retail Price (RRP) is subject to changes.  
Visit [www.abelaworld.com/shop](http://www.abelaworld.com/shop) for current retail prices.



# Igi Ôpe

(palm tree of conviviality)

Under the radiating fronds of the “Igi Ôpe” burst forth the laughter of noble men playing the game of “ayò” (pronounced ay-oh). From its bosom comes the sweet-tasting “Palmie” (African wine) offered in conviviality as an endearment to warm hearts & charming essence upon the lands from which she hails.

The uplifting scent of the “Igi Ôpe” is a rich blend of cool green floral heart notes laced with citrus top notes and woody undertones.

## PERFUME NOTES

**Top:** dandelion, green tea leaf, cool aloe, eucalyptus, herbs & citrus

**Heart:** melon, palm leaf, cool water, neroli, ylang ylang.

**Base:** sweetness, crisp amber, cedar leaf, sandalwood, patchouli



Ambiance Perfume  
Diffuser 100ml

**₺15,000**  
\$44.00/£35.00  
\*RRP



Ambiance Perfume  
Diffuser Refill 500ml

**₺25,000**  
\$60.00/£48.00  
\*RRP



Ambiance Perfume  
Diffuser 250ml

**₺28,000**  
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Home Perfume  
Room Spray

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\$20.00/£16.00  
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# Ilé Amò

(African mud hut)

An edifice comparable to nothing in modernity is the African mud hut bearing the sweat of brawn men. Built not only for housing but also a symbol of abundance and primal wealth.

Made from the abundant yield of earthen clay, the “Ilé Amò” houses the bursting laughter of warm hearts and the soul of knit communities.

Reminiscent of the cooling essence of earth’s dew, the grounding scent of Ilé Amò is laced with overtones of sweet spice & undertones of woods & musk.

## PERFUME NOTES

**Top:** white, pepper, osmanthis, freesia, bergamot

**Heart:** coriander, fenugreek, tomato leaf, anise, lavender, violet leaf

**Base:** patchouli, amber, sandalwood, vetiver, musk, leather, cardamom





Ambiance Perfume  
Diffuser 100ml

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**N15,000**  
\$44.00/£35.00  
\*RRP



Ambiance Perfume  
Diffuser Refill 500ml

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**N25,000**  
\$60.00/£48.00  
\*RRP



Ambiance Perfume  
Diffuser 250ml

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**N28,000**  
\$72.00/£57.00  
\*RRP



Home Perfume  
Room Spray

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**N8,500**  
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# Iná Ifé

(flame of passion)

Imposing its sensuality upon our innermost desires is the “Iná Ifé”; Impressing its passion & innate gift with a flaring sense of urgency upon life in the most meaningful way. “Iná Ifé” incites each one to keep the flame burning, fighting against the odds that hold us bound.

The fierce scent of “Iná Ifé” is passionately floral by heart; intimately embraced by notes of citrus, amber, musk & woods.

## PERFUME NOTES

**Top:** orange, bois de rose, bergamot, coconut,

**Heart:** cashmere wood, violet, jasmine, tuberose, pimento, juicy peach.

**Base:** cedarwood, sandalwood, musk, ambergris, tonka bean, tobacco flower.



Ambiance Perfume  
Diffuser 100ml

**₺15,000**  
\$44.00/£35.00  
\*RRP



Ambiance Perfume  
Diffuser Refill 500ml

**₺25,000**  
\$60.00/£48.00  
\*RRP



Ambiance Perfume  
Diffuser 250ml

**₺28,000**  
\$72.00/£57.00  
\*RRP



Home Perfume  
Room Spray

**₺8,500**  
\$20.00/£16.00  
\*RRP

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# Omi Iyè

(river of life)

From the Niger to the highlands of East Africa emerges the flowing rivers of purity & hope. Imparting the newness of life; the very heart of creation. Beckoning to her calm essence, bustling vibrantly & dancing to the symphony of her rustic beat is the “Omi Iyè”.

The magical scent of “Omi Iyè” is a semblance of fresh violet & ozone notes rounded off with soothing herbal notes.

## PERFUME NOTES

**Top:** cool water, bergamot, eucalyptus, white thyme, cardamon, pink pepper

**Heart:** violet leaf, neroli, amber, jasmine, muguet.

**Base:** French vanilla, anise, sandalwood, vetiver, patchouli, sage



Ambiance Perfume  
Diffuser 100ml

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**N15,000**  
\$44.00/£35.00  
\*RRP



Ambiance Perfume  
Diffuser Refill 500ml

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**N25,000**  
\$60.00/£48.00  
\*RRP



Ambiance Perfume  
Diffuser 250ml

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**N28,000**  
\$72.00/£57.00  
\*RRP



Home Perfume  
Room Spray

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**N8,500**  
\$20.00/£16.00  
\*RRP

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# Rivers & Vetiver

Perfume Candle



Seduce your sense with the essence and tranquillity of riverscapes across Africa.

Àbèlà by Scents of Africa® Rivers & Vetiver Perfume Candle richly combines notes of neroli, amber, thyme, pink pepper, vanilla, sandalwood and vetiver to create a soothing and calming fresh ozonic essence.

#### PERFUME NOTES:

**Top:** white thyme, bergamot, pink pepper

**Heart:** violet leaf, neroli, white amber

**Base:** vanilla, sandalwood, vetiver, patchouli, sage

**₦25,000**  
**\$60.00/£48.00**  
\*RRP

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# Palm Trees & Amber

Perfume Candle



Experience the Coastlines of Africa in this signature Perfume Candle. Imagine waking up to a home that smells like the coasts of Banjul-Gambia, Ngor-Senegal or the southern Atlantic coast of Côte d'Ivoire; this is the very essence of Abèlà by Scents of Africa® Palm Trees & Amber signature scent.

This fragrance embodies a heart of palm leaf and melon with the richness of crisp amber & cedar leaf in combination with dandelion, green tea & cool aloe to round off its green-fresh essence.

#### PERFUME NOTES:

**Top:** dandelion, green tea leaf, cool aloe, eucalyptus

**Heart:** melon, palm leaf, cyclamen, calone, neroli, ylang ylang

**Base:** sweetgrass, crisp amber, cedar leaf

**₦25,000**

**\$60.00/£48.00**

**\*RRP**

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# Rustic Wood & Cinnamon

Perfume Candle



Experience the transposing scent of exotic “wood” tar in alignment with the rambunctious energy of Moroccan spice in this illuminating signature perfume.

Àbèlà by Scents of Africa® Rustic Wood & Cinnamon opens the mind into a vista of richness as it combines notes of dry musk, sandalwood, vanilla, amber, tobacco to inspire and awaken the most resilient heart.

#### PERFUME NOTES:

**Top:** mint leaf, bergamot, coconut

**Heart:** Moroccan spice, geranium, cinnamon, oak

**Base:** sweet musk, sandalwood, vanilla bean, tonka, black amber

**N25,000**

**\$60.00/£48.00**

**\*RRP**

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# Passion & Ylang

Perfume Candle



With an exotic soul, Passion & Ylang Perfume Candle unleashes a seductive heart of parma violets and tuberose with a touch of pimenta & ylang ylang essential oils.

The heart notes claim their origin & cultivation from North & South Africa, starring a subtly heady, sweet, exotic & complex floral fragrance. Experience the happy & sophisticated essence in this Abela by Scents of Africa® Signature perfume.

## PERFUME NOTES:

**Top:** sicilian bergamot, freesia

**Heart:** parma Violet, tuberose buds,  
ground pimenta, ylang ylang

**Base:** tahitian vanilla, white sandalwood,  
ethereal musk

**N25,000**

**\$60.00/£48.00**

**\*RRP**

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# Flame & Patchouli

Perfume Candle



Experience alluring complexity with this rich blend of juicy-floral notes laced with musky-woody notes of rosewood, cashmere, ambergris, tonka bean, patchouli & tobacco.

Flame & Patchouli signature perfume is richly erotic, to say the least. Conveying the abstract essence of burning intensity, surrender to your innate passion and nature's seductive power.

#### PERFUME NOTES:

**Top:** orange, bois de rose, bergamot, coconut water

**Heart:** cashmere wood, jasmine, juicy peach, marshmallow, Patchouli

**Base:** Cedarwood, ambergris, tonka bean, tobacco flower

**N25,000**  
\$60.00/£48.00  
\*RRP

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# Footprints & Leather

Perfume Candle



Embodying the warmth of African soil and imbibing the essence of legacy-creation, Footprints & Leather Perfume Candle is a rich and sensual fragrance.

This Àbèlà by Scents of Africa® signature perfume encapsulates subtle gourmand notes with the warm and luxurious aroma of clean earth in its heart of tarragon, sweet grass, violet leaf, fine leather, amber and sandalwood. For a sweet and sultry experience, this signature scent will whisk you away.

#### PERFUME NOTES:

**Top:** sweetgrass, bergamot, freesia

**Heart:** tarragon, lavender, white flower, violet leaf

**Base:** amber, sweet musk, firewood, sandalwood, vetiver, vanilla, leather

**N25,000**

**\$60.00/£48.00**

**\*RRP**

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# Mud Hut & Ginger Leaf

Perfume Candle



Get enraptured by this evocative signature perfume. Àbèlà by Scents of Africa® Mud Hut & Ginger Leaf is intricately sweet and leathery combining the delightful and refined aroma of osmanthus blossoms with a sensuous heart of patchouli and the suspenseful note of savoury leaves.

## PERFUME NOTES:

**Top:** white pepper, osmanthis

**Heart:** ginger, basil, coriander, fenugreek, anise

**Dry:** white patchouli, patchouli leaves, musk, leather, cardamom

**N25,000**

**\$60.00/£48.00**

**\*RRP**

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# PERFUME SACHET



Flame & Patchouli  
Scented Sachet

**N2,500**  
\$7.50/£5.00  
\*RRP



Footprints & Leather  
Perfume Sachet

**N2,500**  
\$7.50/£5.00  
\*RRP



Mud Hut & Ginger Leaf  
Perfume Sachet

**N2,500**  
\$7.50/£5.00  
\*RRP



Passion & Ylang  
Perfume Sachet

**N2,500**  
\$7.50/£5.00  
\*RRP



Rustic Wood & Cinnamon  
Perfume Sachet

**N2,500**  
\$7.50/£5.00  
\*RRP

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# OTHER PRODUCTS

## ODOUR REMOVER

*Get rid of bad odour.  
Keep your home smelling fresh*



Home Fresh  
Odour Remover Spray

**N8,500**

**\$20.00/£16.00**

\*RRP

Abela Home Fresh embodies refreshing citrus notes and sweet notes of plumberry, juicy melon, basil, cinnamon & vanilla.

*Get rid of  
unpleasant tobacco smoke*



Anti Tobacco  
Odour Remover Spray

**N8,500**

**\$20.00/£16.00**

\*RRP

Experience the rich blend of bergamot , leafy greens, basil, geranium, petitgain, cedarwood, patchouli & vanilla with Abela Anti-tobacco Odour Remover Spray.

# RAC GIFT BOX



## GIFT BOX CONTENT:

420g Perfume Candle

100ml Perfume Room Spray

250ml Ambiance Perfume  
Diffuser & Reed Stick

**¥65,000**

\$157.00/£125.00

\*RRP



## GIFT BOX CONTENT:

420g Perfume Candle

100ml Luxury Home  
Diffuser Kit

**¥45,000**

\$108.00/£86.00

\*RRP



Shop other conceptual scent stories  
& collections online at [www.abelaworld.com](http://www.abelaworld.com)

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