



PURE PLACID



THE BRAND



Imagine yourself here.

Beside serene waters sparkling in the sun. Immersed in a crystal-clear lake of fabled depth. Winding through aromatic forests to a rocky summit with wide open vistas.

It is a journey of the senses, an embrace of natural luxuries.

This is the Adirondack Park, a six million acre preserve. Home to legendary Great Camps that blurred the lines between indoor and outdoor. Where twigs and bark blend seamlessly with decor and smooth river rocks form a fireplace.

It is the origin of rustic elegance.

It is the inspiration for scents that seduce, enchant, and tell an extraordinary story of the highest peaks and deepest lakes.

This is Pure Placid.

MARCY MILLER



Marcy Miller grew up where the mountains meet the lake in the heart of the Adirondacks and is named after Mount Marcy, its highest peak. The six million-acre sanctuary inspired a devotion to its pristine beauty and passion for its sublime, intoxicating scents.

Her parents owned an herb shop, where as a child she mixed plants to make her own perfume. As an adult, she studied massage therapy, chemical-free cosmetics, and essential oils. She opened a spa with her mother and sister. At the spa, she began crafting her signature lotions and oils.

Her first lotion blended balsam, clementine, lavender, bergamot, and lemon. It told a story through scent: a tribute to mountain hikes with the clementines her mother had packed for her. More scent stories followed, and Pure Placid was born.

“Pure Placid is a philosophy ~ a way of life ~ and represents the place I love. It’s the purity of the highest peaks and tranquility of the deepest lakes. It’s telling the story of the Adirondacks through scent, a gift wrapped in a blue bow. My dream is to share it with you.”



OUR VISION



Pure Placid hopes to share with you the enduring serenity of ancient mountains, the tranquility of pristine lakes and the purity of air filtered through millions of acres of wilderness.

Our story lives in our scents. Pure Placid delivers a rare luxury that captures the essence of the Adirondacks. In our glass bottles you will carry away a gift from a world where natural beauty is treasured and simple pleasures savored.

OUR PRODUCTS



Pure, clean alpine water.
Recycled glass bottles.
Scents redolent of verdent forests
and mountain air.
Sensations that stir the spirit.
Textures that embrace the body.
Mindful packaging.

*"I wanted to create luxurious products
that people want to display,
not only natural but beautiful."*



THE SCENTS



*"Growing up, I saw and felt things through scent.
My most distinct memories are associated with the sweet
smells of that person or place."*

Scent announces an arrival and prolongs a departure.

It evokes imagery, emotions, and memories.

The essence of nature can be captured and
conveyed through scent.

In the Adirondacks, scents travel between lush woods,
across lakes, and into open skies.

They had a journey and have a story to tell.

These are our scent stories.

ROSE & BERRY



As summer sets in, the meadows, fields and forests are a treasure trove of ripe berries and wildflowers. In the shade, there are blueberries and in the sun, big prickly bushes of raspberries and blackberries. And the breeze carries the magical scent of wild roses across the fields.

Blueberry ~ Rose ~ Birch Tree

SUMMER BY THE LAKE



Early summer in the Adirondacks is intoxicating. Hyacinths and daffodils line the walkways and garden beds. Lilac trees heavy with blossoms fill the sun streaked air with diaphanous fragrance.

Freesia ~ Lilac ~ Driftwood



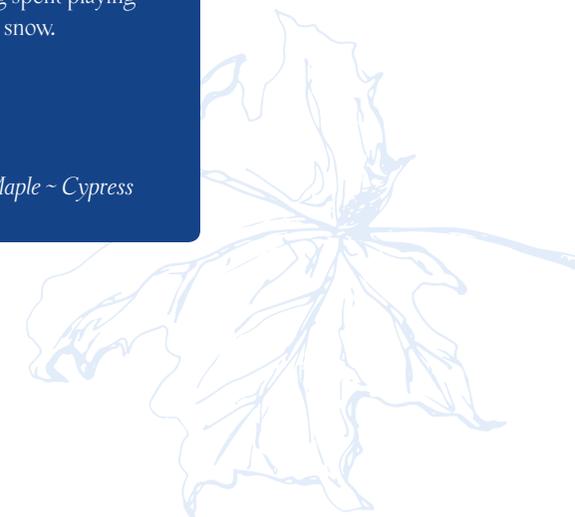
THE SCENTS

SUNDAY MORNING



Maple syrup, cinnamon,
and melted butter.
A sweet scent to warm and satisfy
after a morning spent playing
in the snow.

Cinnamon ~ Maple ~ Cypress



MOUNT MARCY



The tallest peak in the Adirondacks. Crisp air, sunlight clean as citrus. This is the scent of Marcy Miller's childhood: fragrant trees, the clementines they ate as snacks, the soothing permanence of the mountains.

Mandarin ~ Basil ~ Sandalwood

WHITEFACE HIKE



No matter the weather, everyone adores the great outdoors in the Adirondacks. Hiking the rocky paths, skiing, ice skating. The ever present scent of pine needles and cedarwood softened with peach.

Peach ~ Pine Needle ~ Cedarwood

ALPINE SPICE



The swing of a well-sharpened ax through logs and crisp, wood kindling piled high by the fireplace. Moss crushed under boots, the comforting feel of a flannel shirt.

Bergamot ~ Cardamom ~ Moss

FAMERS MARKET



A spring farmers market. Bustling with fresh-picked greens, warm earth still clinging to the leaves and roots. A fruity promise of summer. The scent of basil, mint and lemon balm bundled into bags to scent the trip home.

Basil ~ Fig ~ Sandalwood

CASHMERE SWEATER



Imagine yourself embraced in a cozy wool sweater on a chilly, fall day.

The warm scent of cream, sensual jasmine, sandalwood and vanilla.

Cream ~ Jasmine ~ Vanilla Bean



THE COLLECTION

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ROOM & LINEN SPRAY




Create an inviting aroma with a burst of enticing scent. Personalize your home and freshen fabrics with our fragrant room and linen spray made with water from the Adirondacks.



THE COLLECTION

BODY WASH



Transform your shower into an invigorating, refreshing experience with this gentle cleanser. Infused with botanicals our gentle wash cleans and conditions with a luxurious lather that leaves no residue.



HAND & BODY LOTION




 Nurturing your skin comes naturally with our scented hydrating lotion for hands and body. It hydrates, conditions and is easily absorbed while leaving a gentle scent.




 Soothing Goat's milk and organic extracts combine to create this creamy hand wash that melts into your skin, gently cleansing, perfectly hydrating and leaving your skin feeling clean and silky.



THE COLLECTION

BODY CREAM



A rich, indulgent body cream with added shea and cocoa butters to help nourish, soothe, moisturize and protect leaving skin silky soft and scented.



THE COLLECTION

SOY CANDLE



Nothing can enrich the atmosphere of a room the way a candle does. From the mood lifting aroma, to the subtle flicker and warm light of the flame, candles add an air of luxury to any room. Our 100% soy wax candles use cotton wicks and are poured by hand.





OUR COMMITMENT



Every Pure Placid bottle wears a beautiful blue ribbon. This blue represents the Blue Line perimeter of the Adirondack Park.

It is an outline of precious, protected land.

Our blue ribbon pays homage to that Blue Line. It represents a commitment to the environment, our workers and your well-being - the cornerstones of the Adirondack Park itself.

We use recycled glass for our bottles, post-consumer recycled plastic (when safety requires plastic), and no extra packaging.

We employ locally and create jobs and opportunities for people in and around Lake Placid.

Our ingredients are always pure and free from phthalates, SLS, and synthetic preservatives. We never test on animals.

PUREPLACID.COM



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