

CASE STUDY

MEIYUME'S TURNKEY SOLUTIONS FOR LESSONS FOR LIFE

April 2026



THE VISION



LESSONS FOR LIFE

Lessons For Life (LFL) is founded on a simple yet profound belief: fragrance and care should feel real, not manufactured. The brand envisions itself as a **“life-perceptive care brand”** — creating products that remain intimately close to people, resonate with their emotions, and bring **meaningful value to everyday life**.

At its core, LFL believes that everything begins with life, and everything should remain true to real feelings. For real, for life.

THE BACKGROUND

In a post-pandemic world, fragrance has evolved beyond simply “smelling good”. Consumers now seek **emotional value** and small moments of **self-care** they can carry with them. LFL wanted to create scents and body care that feel personal – something that stays close to you.

But turning that vision into a **market-ready product, at speed**, came with challenges. The brand required an **alcohol-free formula** that could be developed and **scaled efficiently**, without compromising a rich, sensorial experience on the skin, alongside a **crystal rollerball** application that demands precision and consistency.

To bring this concept to life, LFL needed a partner capable of mastering both formulation complexity and the artistry of packaging craftsmanship.



THE SOLUTION

LFL has created a unique emotional roll-on fragrance oil that redefines "self-care" with its alcohol-free vegetable oil base and natural crystal rollerball, brought to life with Meiyume's **end-to-end supply chain expertise** and **agile development capabilities**.

FORMULA



001 Freshman - Citrus Woody

Relaxing, refreshing, revitalising

Top: Mandarin, Bergamot, Grapefruit, Pineapple

Middle: Berries, Cypress Rose, Lily of the Valley

Base: Vetiver, Oakmoss, Cedarwood

Like a small spark of "freshness" whenever you need it - clear, bright, and awakening.



002 Soulsister - Skin Musk

Soothing, intimate, connection

Top: Bergamot, Wormwood

Middle: Ambrinol, Lily of the Valley

Base: Synthetic Camphor, Musk

Warm and close. The kind of scent that makes people want to come nearer.

THE SOLUTION

PACKAGING

Natural crystal rollerball with its own quiet energy.

The rollerball is made from two natural crystals:

- **Green Quartzite** – brings a sense of **calm**, helps cool down emotions anytime
- **Rose Quartz** – stands for **love** and **self-acceptance**, adds a feeling of healing

Each crystal was meticulously selected for a **smooth, skin-friendly touch**. Meiyume's integrated supply chain enabled high-quality, **scalable production at speed** – ensuring every rollerball meets strict standards of precision, safety, and consistency.

1ml sampler - try before you buy

Alongside the 8ml full size, Meiyume also produced a 1ml sampler. It gives consumers an easy way to try both fragrances on the go, without committing to a full bottle.



THE RESULTS

Meiyume's **supply chain expertise** brought this emotional concept to life.

- 1. End-to-end service:** From formulation and raw material sourcing to packaging production and final delivery — **enabling fast development cycles** through a **single partner**.
- 2. Core expertise:** Long-standing relationships with top global **raw material suppliers**, supported by an **in-house R&D** team experienced in complex, alcohol-free vegetable oil formulations.
- 3. Flexible production:** Precision processing for natural crystals, **low minimum order quantities**, and **efficient turnaround** – designed for both emerging and established brands.

The Future

Meiyume continues to support brands of all sizes — guiding them from concept to shelf with **speed, precision, and deep expertise** across formulation, packaging, and manufacturing.

From concept to finished product, Meiyume brings beauty dreams to life.





Thank you.

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