

# CANVAS **REBEL**

Meet Ami Beach



STORIES & INSIGHTS

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STORIES & INSIGHTS  
20 HOURS AGO

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We recently connected with Ami Beach and have shared our conversation below.

Hi Ami , thanks for joining us today. We'd love to have you retell us the story behind how you came up with the idea for your business, I think our audience would really enjoy hearing the backstory.

From a very early age, I was captivated by the world of scent —its ability to evoke memories, transport the spirit, and transform an environment. By the time I was 18, this fascination had grown into what I now describe as a mystical obsession. I was constantly drawn to the beauty and complexity of fragrances. Every bottle I encountered felt like a portal, not just to a scent, but to a memory, a place, or a feeling. This deep connection to fragrance and its power to

elevate and heal led me into my first role in the world of perfumery. I began working for a commercial perfumery and manufacturer in Washington, D.C., where I gained firsthand experience in the intricacies of fragrance creation—the dance between top notes, middle notes, and base notes. It was here that I also honed my skills in marketing and packaging, immersing myself in every aspect of the craft.

But as my passion for fragrances deepened, so did my awareness of the toxic ingredients that permeated the commercial perfume industry. I began to notice how sensitive I was becoming to the chemicals and solvents used in many of the products, and it sparked a desire in me to create something different—something that was beautiful, alluring, but also pure. I set out on a journey to create botanical fragrances that could rival the high-end department store brands without the harmful fillers. I studied herbalism, worked with natural flowers, resins, and essential oils, and traveled far and wide to learn from the best perfumeries and apothecaries across the world. My goal was to craft fragrances that were 100% natural and free from toxins, each scent an homage to nature's purity and the art of alchemy. This is how Nectar by Ami was born—a line of botanical fragrances rooted in both beauty and wellness.



Ami , love having you share your insights with us. Before we ask you more questions, maybe you can take a moment to introduce yourself to our readers who might have missed our earlier conversations?

My name, Ami, is derived from Sanskrit and is pronounced Uh-mi. In Hindi, it means “Divine Nectar,” which has been the guiding force behind the brand I created in my early 20s. I’ve been mastering the art of natural perfume since I founded “Nectar by Ami” in 1993 In West Hartford, CT

( The first name of my company was BODYWARES, however later on in my career I knew I needed to change to a name that truly reflected my core essence + soul). After years of

working within the commercial perfume industry, I sought out deeper experiences with natural essences. This journey took me to some of the most revered custom perfumeries, one located in Martha's Vineyard, Massachusetts, and another during my time abroad in Madrid, Spain. These opportunities allowed me to refine my craft and discover the world of pure essential oils, resins, and natural ingredients that I had been searching for.

Working in these perfumeries was transformative. I found myself able to create fragrance combinations that were unique and unexpected, much like a chef who intuitively blends spices to create a dish without needing to taste it first. I was finally able to work with flowers, resins, and attars—ingredients that spoke to my soul—and harness my olfactory senses in a way that impressed even my mentors and apprentices. One of the moments that truly solidified my mastery was when I realized I could recreate commercially known perfumes, using natural flowers and oils, and actually make them smell better than the originals. Not only were my versions more fragrant and longer-lasting, but they were also better for the body and the environment. That was when I knew I had discovered something truly special—something that could pave the way for my future and revolutionize the world of perfumery. The result has been a collection of exotic and enchanting fragrances, each one designed to capture the essence of nature and the power of scent to heal and transport. This has been the heart of “Nectar by Ami”: a brand grounded in purity, beauty, and the divine nature of fragrance.



How about pivoting – can you share the story of a time you’ve had to pivot?

I successfully ran my perfume shop in West Hartford, CT ( under the previous name of BODYWARES before embodying the name “Nectar by Ami” ) for more than 20 years, eventually expanding with a second location in New Haven, Connecticut, on the campus of Yale University. While I made most of my income from custom work—creating unique fragrances for individual clients—this process became increasingly difficult to manage. Customers began to request ongoing revisions to their perfumes over weeks or even months, making it hard to justify the time and energy I was dedicating to each project for the price I was charging. With the cost of sourcing small-batch ingredients from farmers

around the world, it became clear that I wasn't fully accounting for all the effort involved.

The good news is that, during those years, I was able to refine a core group of fragrances that formed the "Nectar by Ami" Classic Collection. This realization led me to pivot away from custom perfumes and focus on my own creations, which had become best-sellers. I transitioned to an online presence, where I could offer my Classic Collection, seasonal fragrances, and sampler kits to customers globally. One of those core fragrances, "Angel Wings," remains a favorite more than 35 years later. Inspired by "Angel" by designer Mugler, "Angel Wings" combines the grounding power of patchouli with the sensuality of praline, red fruits, and vanilla absolute. While the shift away from custom work may have disappointed some clients, it enabled me to focus on sharing my own creations with the world. Moving online was the best decision I ever made, and the rest, as they say, was history!



Let's talk about resilience next – do you have a story you can share with us?

One of the key moments in my journey that speaks to my resilience is my commitment to staying true to my values when it came to sourcing ingredients for my perfumes. I never gave in to the temptation of multi-level marketing or cutting costs by buying overly processed essential oils. Instead, I continued to work directly with small farmers I had met throughout my travels—people in Provence, France, farmers in Spain, and others across the U.S.—all of whom share my belief in ethically sourced, high-quality ingredients. This commitment has not always been easy, especially in the



face of challenges like the global pandemic, the rising cost of transportation, and the economic devastation caused by climate change, which has made it harder for these farmers to produce larger quantities of certain ingredients.

Despite these obstacles, I have worked hard to maintain a delicate balance between sourcing small-batch, high-quality ingredients and offering a product that resonates with my clientele. My success lies not just in the quality of my perfumes, but in the story behind them. My clients understand and appreciate that each bottle of “Nectar by Ami” is more than just a fragrance—it’s the result of careful craftsmanship and enduring relationships with ethical producers. I’ve been fortunate that my clients are willing to pay a higher price, knowing that my perfumes are concentrated, long-lasting, and exquisite. By choosing to pivot away from brick-and-mortar expenses, I’ve been able to continue delivering the same quality products I feel proud of, while reinvesting those savings into beautiful packaging and the finest ingredients. This resilience and commitment have allowed me to thrive for over three decades, and I wouldn’t change a thing about the path I’ve taken.

Looking ahead, the future of “Nectar by Ami” goes far beyond creating exquisite fragrances. I’ve elevated my collection to explore the spiritual and energetic aspects of scent, deepening the connection between fragrance and healing. For example, I now produce my Nectars exclusively during the new moon and full moon phases, harnessing the powerful energies of these lunar cycles. Each custom-made fragrance contains an energetically charged Herkimer crystal,

chosen specifically to promote intention and enhance the user's experience. I also plan to dive deeper into the astrological benefits of using my Nectars, exploring somatic healing, and tapping into the medicinal properties of fragrance. My vision for the future is to continue pushing the envelope, breaking the stereotypes of traditional perfumery, and opening a new realm where scent serves as a portal for energy and transformation.

By setting my intentions and raising the bar much higher with my line, after 35 years, I am finally receiving the recognition my work deserves. Major magazine features, like ALLURE Magazine and XOXO Vain, have highlighted the uniqueness of Nectar by Ami, with Nectar by Ami recently featured on the cover of XOXO Vain. These opportunities have not only showcased my work but have also emphasized what sets Nectar by Ami apart: its dedication to purity, spirituality, and the transformative power of scent. This recognition reinforces my belief in the future of my brand, and I'm excited to keep innovating in ways that honor the sacred essence of fragrance while breaking new ground.

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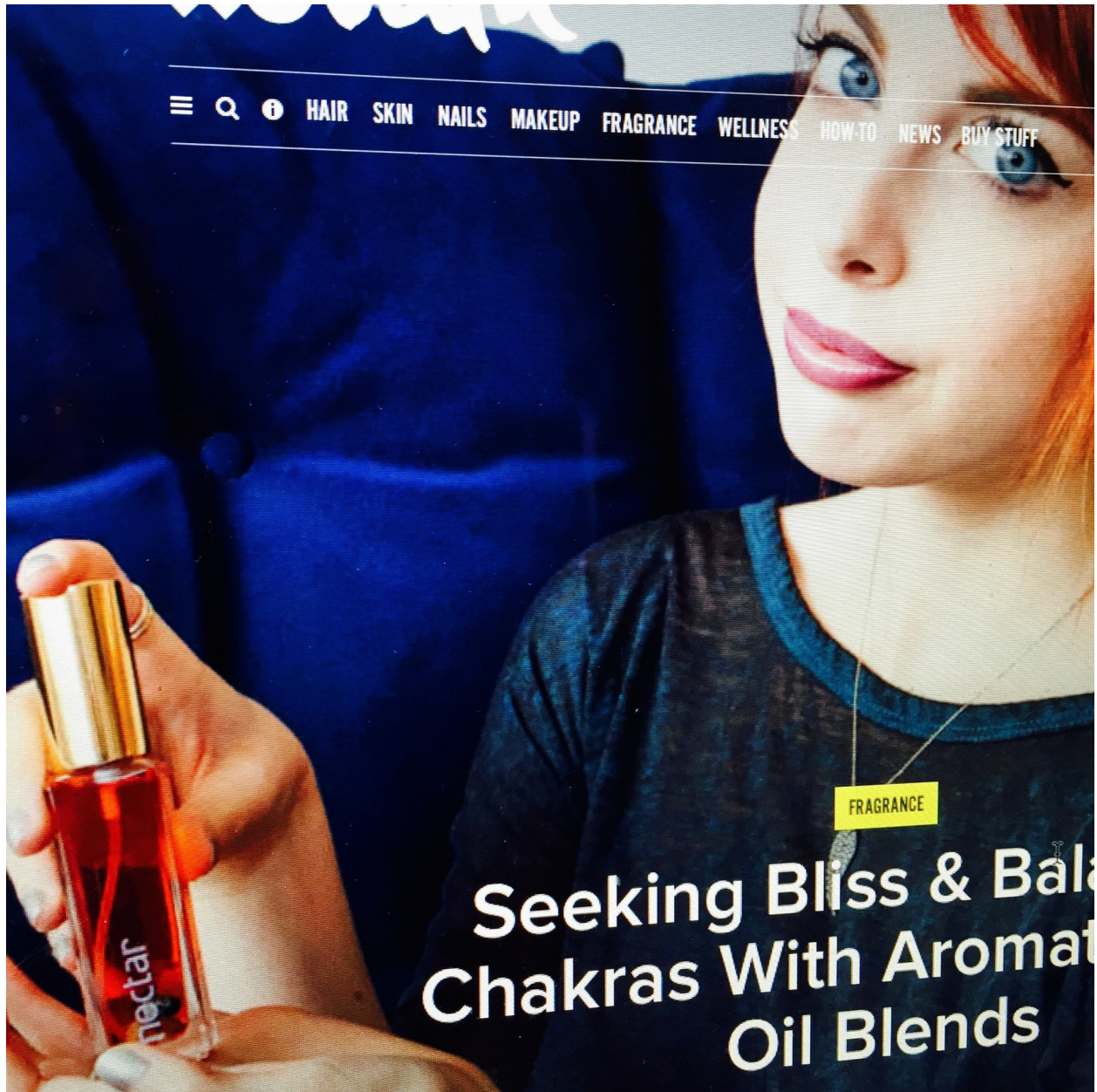












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