LEI□R Introduces Serum Perfume, A New Approach To Fragrance For Hair

The Alcohol-Free Styling and Finishing Serum Delivers Fine Fragrance, Luminous Shine and Frizz Control Without Compromising the Finished Style



LEIER Serum Perfume Duo

NEW YORK, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- LEI□R (pronounced “layer”), the independent fragrance house founded by master cosmetologist Bria Bryant, introduces Serum Perfume, a styling and finishing serum that brings fine fragrance and targeted hair performance into one formula.

Traditional hair fragrances formulated with alcohol and water can dry the hair, create frizz or disrupt carefully styled blowouts and silk presses, while heavier oil-based formulas may weigh the hair down or compromise the finished style. LEI□R Serum Perfume was developed to offer another approach: lasting fragrance alongside moisture, softness, shine and style support in a weightless formula.

“For too long, the fragrance category has overlooked consumers with textured hair and the realities of caring for it,” said Bryant. “I created Serum Perfume with a more inclusive vision in mind. No one should have to choose between wearing fragrance and maintaining their blowout or silk press.”

Powered by LEI□R’s proprietary LUMIVEIL™ Complex, Serum Perfume is formulated to smooth the hair surface, enhance light reflection and create a polished, luminous finish without heaviness or residue. Recognizing that healthy hair begins with a healthy scalp, the formula was developed with a whole-hair approach. It is non-sensitizing, clinically tested and dermatologist-approved, delivering fragrance and styling benefits without irritating the scalp. The alcohol-free, water-free formula combines conditioning proteins, botanical extracts and lightweight emollients to support softness, manageability and moisture retention.

Silk and keratin proteins help condition areas of roughness and porosity. Squalane, argan oil and jojoba seed oil provide lightweight moisture, slip and softness, while prickly pear fruit extract and

bio-fermented mushroom extract help support conditioning and moisture retention.

Serum Perfume is available in two targeted formulations:

REBEL Serum Perfume: For Fine to Medium Hair

REBEL is designed to enhance radiance and manageability without weighing down finer strands. Professional stylist evaluation found that the formula:

- Enhances shine and hair radiance
- Reduces frizz and controls flyaways
- Improves combability and detangling
- Supports smoother blow-drying and flat-ironing

- Improves manageability and surface smoothness
- Enhances the appearance of color-treated hair

- Supports curl definition and separation

REIGN Serum Perfume: For Textured & Color-Treated Hair

REIGN provides additional conditioning and moisture support for curly, coily, chemically processed and color-treated hair. Professional stylist evaluation found that the formula:

- Enhances shine across hair types and conditions
- Reduces frizz, with particularly strong performance on 3C curls and 4A–4C coils
- Enhances curl definition, separation and formation
- Supports moisture retention and coil resilience

- Improves combability and detangling
- Smooths the cuticle on chemically processed hair
- Improves blow-dryer and flat-iron glide
- Enhances the appearance of color-treated hair



LEIER REBEL Serum Perfume



LEIER REIGN Serum Perfume

Both formulas were independently evaluated by professional hairstylist and product-performance evaluator Ty Shearn across multiple hair types and conditions, including virgin, color-treated, curly and coily hair. Testing assessed performance on damp and dry hair and during heat styling, measuring shine, softness, frizz reduction, manageability, curl definition, moisture retention, heat-tool glide and finish quality. The product has been further validated by professional hairstylists in salon environments.

Serum Perfume may be applied to damp hair before styling or used on dry hair as a finishing serum. Between wash days, it can refresh fragrance, soften dry ends, refine flyaways and help maintain the integrity of the style.

Designed as part of LEI□R's modular fragrance system, Serum Perfume can be worn independently or layered with LEI□R Eau de Parfum, Crème Perfume and Oil Perfume to carry fragrance across the hair and skin.

LEI□R Serum Perfume is available in REBEL and REIGN in a 1.7 oz./50ml format for $55 exclusively at www.leierfragrances.

For all media inquiries, please contact First and Last PR.

ABOUT LEI□R
LEI□R (pronounced "layer") is an independent fragrance house founded by Bria Bryant. Built around the belief that fragrance can be a medium for artistry, identity and personal expression, LEI□R creates fine fragrance and multi-format scent rituals designed to be worn independently or layered. Its portfolio includes Eau de Parfum, Crème Perfume, Serum Perfume and Oil Perfume. With purpose at its core, LEI□R donates 10% of sales to humanitarian causes.

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