

Unfiltered Conversations with Tamar Weinberg - Founder 'TAMAR'



New York, Manchester, Aug 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - Ground-floor startup hustler, Tamar Weinberg has lived and breathed business-building for over a decade, and now she's on a mission to use that fire for a greater good. Her flagship brand TAMAR is the world's first unisex fragrance brand designed for self-love, and it's making waves. Let's find out what made her get started.

Tamar Weinberg has worked in the startup ecosystem for almost two decades, helping successful startups as an early-stage employee, with brands such as Mashable, Lifehacker, Namecheap, and others. This gave her an understanding of all facets of a business.

Story & Vision behind TAMAR:

Tamar a mom of four experienced a trauma that culminated in an experience of fragrance that made her want to live again. This motivated her to launch the first-ever perfume focused on mental health, TAMAR. The brand is a play on mindfulness, focused exclusively on all five senses. It is the first-ever gender-free fragrance that embraces the human spirit, body, and soul, that reminds us to live in the moment, and that celebrates self-care, self-love, and self-acceptance. While it is perfume, it's purposeful perfume - call it aromatherapy, not aromatherapy. TAMAR is a truly intentional fragrance for your self-care ritual, the first-ever mindful fragrance for mental health. Put it on with an intention, revisit it throughout the day (it lasts longer than most fragrances out there), and it will change your life.

Tamar Weinberg's message for those suffering from Depression & Mental Health Issues:

Tamar says "The low moments feel horrific, but they never last forever. Know that you will overcome, but you'll get there faster with the right mindset and attitude. This is super hard, but you need to believe in yourself, because you CAN, and you WILL." Even TAMAR as a brand, wants its consumers to focus on something that leverages your senses (perfume is a great place to start), and put it on, using it to anchor yourself in the present. The only thing that matters is NOW, not what happened before, and not what's happening later. Live in the moment, not in the future, and not in the past. The scent, coupled with the other four senses (sight, touch, taste, hearing) is a great way to remind yourself of this very fact, and if you truly embrace this and have an appreciation for that mindful practice of thinking of the scent at this very second, you will feel better. Make it a habit and it's life-changing.

For more information, please visit: tamar.com



Media Contact

UKN Media

malvika.uknenterprises@gmail.com

Source : TAMAR

[See on IssueWire](#)