



FOR IMMEDIATE RELEASE

Ua Hawai'i Opens First Store on Oahu

Grand Opening set at Ala Moana Center for fragrance brand that captures the spirit of the islands

(HONOLULU, August 12, 2025) – Ua Hawai'i, a leading Hawai'i island-based fragrance and body care company, is opening its first store on Oahu at Ala Moana Center on Friday, August 29. The grand opening event will feature live music and prizes, including a gift to the first 50 people through the door and storewide discounts.

Ua Hawai'i offers a variety of roller perfumes, lotions and body care products from ingredients primarily sourced from the Island of Hawai'i and inspired by the island's rare botanicals, tropical rain and majestic landscapes. The products are all-natural, plant-based, cruelty-free and sold in sustainable packaging. The new line of unisex hydrating mists, Elements, will only be available for purchase at this new store.

The company was started by Leala Humbert and husband, Blaine Kusler, in 2020 to continue her mother's legacy of creating locally sourced and sustainable products from home recipes she created over 30 years of living in Waimea. Her mother's products were sold at farmer's markets on the island of Hawai'i and became very popular with local residents. Humbert started Ua Hawai'i to honor her mother's legacy. She and her husband create and perfect the recipe for each product at their home in Waimea.

"Through our fragrances and lotions, we make Hawai'i come alive for both local customers and visitors who want to take the essence of our islands home with them. It was my mother's dream to create natural products that use the best of Hawai'i's rich botanical ingredients, and now we're excited to bring these to Oahu through our new store at Ala Moana Center," said Humbert.

UA Hawai'i incorporates sustainable packaging by using glass containers, recyclable and biodegradable packaging, and an original refill program that has since been duplicated by numerous brands around the state. Ua Hawai'i products have been sold at spas and retailers throughout the islands, continental U.S. and Japan since 2020. A portion of every sale (1.5%) is donated to various non-profit organizations who support the protection of local culture, land and oceans. Products can also be purchased on the Ua Hawai'i website at uabody.com.

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