

## T H E   S O L A R O   C O L L E C T I O N

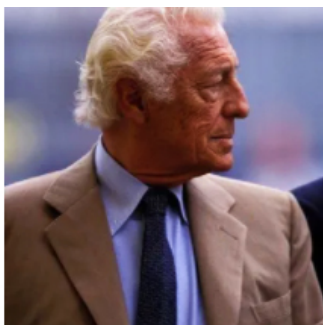
4 FRAGRANCES DEDICATED TO THE IRIDESCENT FABRIC  
THAT NEEDS THE SUN TO REVEAL ITSELF

For the first time UERMI releases a collection of 4 new fragrances, a mosaic of olfactive beauties that celebrate the sun, summertime, freedom and that 'Dolce Vita'...

A prestigious, peculiar fabric - beloved by some timeless icons of Italian elegance as Marcello Mastroianni and Gianni Agnelli - that can be worn from spring until autumn... what in Italy we call 'the beautiful season'.

THE SOLARO COLLECTION is inspired to this textile, delicately iridescent and to the magic atmospheres of an Italian summer. Four fragrances as four tributes to the scents and colors of Mediterranean landscapes and that magical feeling of carefree vacations that we all dream of.

Each fragrance name conveys a state of mind, almost a continuous poetic line.  
Each perfume is numbered to make it easier for non-Italian speakers to pronounce its name.  
Each one will become part of your skin... way beyond 'the beautiful season'.



## THE SOLARO COLLECTION

by Pierre Guéros for UERM I

- |                          |                                      |
|--------------------------|--------------------------------------|
| 1 IL SOLE DENTRO         | <i>The sun inside</i>                |
| 2 L'ISOLA CHE NON C'È    | <i>The island that doesn't exist</i> |
| 3 DOVE L'ACQUA È PIU BLU | <i>Where the water is bluer</i>      |
| 4 DILLO ALLA LUNA        | <i>Tell it to the moon</i>           |



UERM I SOLARO COLLECTION packaging is also a tribute to sustainability, craftsmanship and art. Prestigious Italian paper, natural beechwood supporting bases, Canaletto walnut wood displays, ceramic cylinders handcrafted by a Faenza artist : it's part of our commitment to respect our planet.

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**UERM I**  
GUARDAROB A OLFATTIVO

## IL SOLE DENTRO

by Pierre Guéros for UERMÍ

Bright, seductive, sunny. The scent of Mediterranean flora illuminated by the golden rays of sun. The freshness of cardamom is enveloped in a seductive bouquet of white geranium and helichrysum, their spontaneous flowers radiating a translucent elegance.

Notes of vanilla, sandalwood and oud define an enveloping and sensual base.

### *Woody-Floral*

Orange  
Cardamom  
Coffee Extract CO<sub>2</sub>



Geranium  
Helichrysum  
Solar Accord



Vanilla Madagascar  
Sandalwood  
Boya Oud



#### **NATURAL ESSENTIAL OILS IN THE FORMULA: 17,3 %**

Cedarwood, Cardamom, Vetiver Haiti, Vetiver Java, Cypriol, Sandalwood, Peru Balsam, Tonka Bean, Vanilla Madagascar, Coffee Extract CO<sub>2</sub>, Olibanum, Boya Oud



**VEGAN**



**77,9% BIODEGRADABLE**



## IL SOLE DENTRO

by Pierre Guéros for UERMÍ



This fragrance has been created in the middle of a sleepless night. It doesn't happen to me very often but the heat of the summer night and too much dark coffee, confused my senses. I was ready for a night of perfume creation.

I was always fascinated by the incredible smell of **Geranium**. It would be my focus that night. Inventing a fragrance around our **Geranium oil from Madagascar**.

Geranium comes from a flower bush and is used in perfumery as a floral note. But its harsh green facets, its metallic aspects make it also perfect for masculine fragrance.

I wanted to work around Geranium, but combined in a very rich dark texture, the quintessence of a sleepless night.

Using all the most beautiful ingredients from the palette which convey this impression: **Vanilla Absolute from Madagascar**, **Tonka Absolute from South America**, rich deep creamy **Sandalwood Albaum**, but also a touch of **Boya oil**, **Pyrogenated Incense**.

These elements make the fragrance totally unisex, like a beautiful woman wearing a Tuxedo, a man with a line of kohl under his eyes. The final touch comes from a Coffee Note. **Coffee Co2 extract** and a coffee accord which lingers from top to bottom. A simple reminder of this sleepless night.

This fragrance was developed with the use of our **Artificial Intelligence Technology**. It is an amazing tool to bring the perfumer out of its comfort zone, when he is ready to explore. Certain elements from the fragrance were inspired by the algorithm, like the Overdose of rose oxide and Incense fraction.

Noticeable other ingredients :

- **Ambrostar** (captive Symtrise) which brings power and lasting to the fragrance
- **Tonkalactone** (captive SYMRISE) for a beautiful unisex creaminess

## L'ISOLA CHE NON C'È

by Pierre Guéros for UERMİ

Sparkling, cheerful, airy. An olfactory journey beyond the simple evocation of freshness: the accord of citrus brightened by lemon and by touches of lily of the valley mirrors the summer light, where the reflection of the sun gives an aura of lightheartedness.

The final destination is a play of contrasts: the warmth of olibanum, amber notes and precious woods seal the freshness of the composition.

### *Citrus-Woody*

Lemon  
Elemi  
Ginger Madagascar

Lilybelle® (Lily of the Valley note)  
Pink Pepper Leaf Madagascar  
Olibanum

Amber  
Cedarwood  
Vetiver Madagascar



#### **NATURAL ESSENTIAL OILS IN THE FORMULA: 28,4 %**

Lemon, Olibanum, Cedarwood, Elemi, Black Pepper, Red Berry, Ginger Madagascar, Black Pepper Madagascar, Pink Pepper Leaf Madagascar, Coriander, Nutmeg, Vetiver Madagascar, Cinnamon, Sandalwood



#### **CAPTIVES/SPECIALTIES**

Lilybelle®, Ambrostar



**71,9% BIODEGRADABLE**



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## L'ISOLA CHE NON C'È

by Pierre Guéros for UERM I



Behind simple beauty and purity, there is something magical and almost mystic. That is the sense we wanted to convey with this fragrance.

Like a cloud going up to the skies, the fragrance is an elevation of the soul through raw materials which are sparkling, fresh and topy and at the same time convey a smell of holiness and spirituality.

The most iconic and logical ingredient is **Incense**, of course. It is used since the beginning of times for religious purposes. I used two different ingredients in the Incense family.

**Olibanol C**, which is a pure, powerful spicy fraction of the Incense and a hint of **Smoked Incense** which reminds us of this link with gods. **Sandalwood oil Album**, convey in the background the same link to divinity. In a soft, sensual, creamy almost milky way.

**Lemon oil sfumatrice** from Italy is one of the main ingredients of the fragrance for its simple purity and true to life nature. Its elegant simplicity, is combined with Ginger Oil Madagascar in overdose. Ginger brings such a vital and organic power to the fragrance.

**Ambrostar** (Captive Symrise) as well, is uplifting the fragrance and gives a sense of eternity, because of its longlasting.

Noticeable Ingredients also include

- **Lilybelle**, Upcycled ingredient from Symrise
- **Vetiver oil Madagascar**
- **Ambrettolide**, beautiful fruity musk
- **Coriander oil**

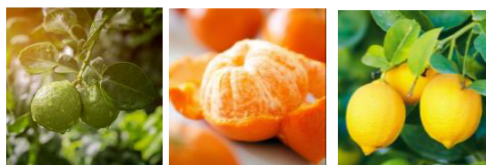
## DOVE L'ACQUA È PIÙ BLU

by Pierre Guéros for UERMI

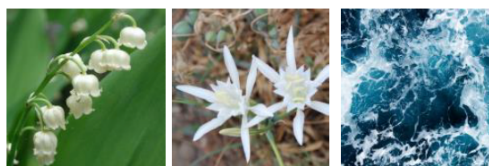
Lively, marine, deep. Sea breeze drenched with salt, full of Mediterranean coast scents: the most beautiful citruses and refined sea daffodils that sprinkle on the beaches. Fresh notes then dive in deeper atmospheres, where the intensity of patchouli meets iodized notes of seaweed laying on the coast.

### *Floral-Aqueous*

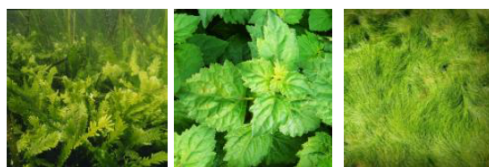
Bergamot  
Mandarin  
Lemon



Lilybelle® (Lily of the Valley note)  
Sea Daffodil  
Marine Accord



Algae  
Patchouli  
Musk



#### **NATURAL ESSENTIAL OILS IN THE FORMULA: 34,3 %**

Bergamot, Cedarwood, Lemon, Patchouli, Orange, Mandarin, Ginger Madagascar



**CAPTIVES/SPECIALTIES**  
Lilybelle®, Linolal®



**VEGAN**



**80,9% BIODEGRADABLE**



## DOVE L'ACQUA È PIÙ BLU

by Pierre Guéros for UERM I



This fragrance is all about cycles, sustainability and using the resources wisely. Since I take care of a beautiful Provencal garden in the south of France, I am very sensitive to the value of water and its natural cycle. I wanted to embody the smell of all the southern garden in one rain drop.

The rain first coming for a thunderstorm on warm earth is an amazing feeling. There is a strong contrast between the metallic , watery, cold raindrop and the warm, sun burnt, thirsty soil. It is just after the rain that the garden smells the best. It reveals the smell of aromatic notes, pine needles and everlasting.

Then the rain is running along the terrasses, nourishing a multitude of fruit trees, olive trees, herbs and aromatics. The **Mediterranean garden** is a source of food since thousands of years.

Finally the rain is entering the rock bed, mixing with rich elements and hiding for month and years, before gathering and coming out as a noble source or river.

I translated the idea of water cycle with many different SYMRISE capabilities. First using an extremely high dosage of biodegradable, renewable molecules and naturals (coming from the green chemistry), upcycled raw materials (like **lilybelle**) and sustainable natural ingredients mostly from Madagascar.

I used also exclusive captive ingredients, **Linolal** an amazing aldehydic, coriander leaf captive to translate the smell of thunderstorm

### Noticeable Natural Ingredients

- Bergamote Head Fraction ; It is a natural captive . It is a fraction of Bergamot oil Calabria which captures the most zesty fresh aspect of the fruit.
- Ginger oil Madagascar – Part of our sustainability program but also one of the most beautiful fresh, spice which convey a feeling of joy, energy and sophistication
- Fucus Absolute, or Seaweed absolute, which fit perfectly to the rich , nourishing facette of water. More in the dark green than the blue tones.
- Patchouli High PAtchoulol. This natural ingredient, fraction from patchouli oil smells like warm earth on its own. A delicious balance with the fresh top notes



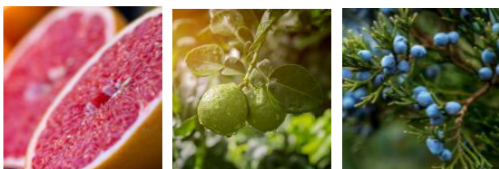
## DILLO ALLA LUNA

by Pierre Guéros for UERMI

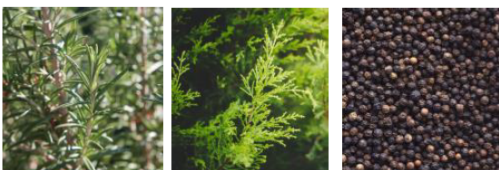
Elegant, intimate, contrasting. The essence of elegance, a secret whispered under the moonlight. An intense creation shrouded in mystery, where the citrus notes of grapefruit meet an aromatic heart of cypress, rosemary and juniper berries, for a seductive chiaroscuro effect. The base is dominated by a magnificent vetiver note and sublimated by the sensuality of amber.

### Woody-Citrus

Grapefruit  
Bergamot  
Juniper Berries



Rosemary  
Cypress  
Black Pepper Madagascar



Vetiver  
Amber  
Guaiac Wood



#### NATURAL ESSENTIAL OILS IN THE FORMULA: 31,8 %

Lemon, Grapefruit, Vetiver Haiti, Bergamot, Red Berry, Cypress, Black Pepper, Juniper Berry, Black Pepper Madagascar, Cardamom, Sage, Lavander, Pink Pepper Leaf Madagascar, Rosmary

#### CAPTIVES/SPECIALTIES

Amarocit, Ambrocenide, Ambrostar, Ambroxide

**VEGAN**

**54,3% BIODEGRADABLE**



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**DILLO ALLA LUNA**

by Pierre Guéros for UERMI



Sometimes, a perfume creation comes from the harmony of all its ingredients and sometimes it comes from the happy marriage of two main ingredients.

There is a unique balance, a moment where all the energies from the extracts come to a perfect blending

We wanted to use the amazing strength and personality from one of the most iconic ingredients of perfumery, **Vetiver Oil Haiti** and **Madagascar** to imagine a fragrance full of contrast and surprise.

The first surprise comes from an **OVERDOSE of Vetiver**, almost 10% of the fragrance. We can fully see the boldness, the smokiness, the intense presence of a beautiful Vetiver Haiti Extract.

Its rooty note, its grapefruit note, its woody facettes in their purest and most natural impressions.

But to find the right balance with vetiver, you have to use ingredients with the same level of power and personality.

To me it was clear we had to combine Vetiver with different ingredients from the fresh spicy, peppery family. From top to bottom to facette, to reinforce, to complexify the beautiful smell of vetiver roots

We used the opportunity of the Madagascar extracts to combine :

- **Pepper black Fresh oil Madagascar** for its natural fresh spicy and a woody note
- **Pink Pepper Leaf oil Madagascar**, for its warm brightness and floral notes

But also Pink Pepper Co2 extract, Juniper Berry oil, Black Pepper oil. In addition, I used a unique and exclusive Symrise ingredient, new to the palette and new to perfumery, **Longoza oil** from Madagascar. Its intriguing spiciness has elements of pepper, cardamom.

The SOLARO COLLECTION will be officially launched :

- June 8 2022   PARIS, France

L'Appartement Etoile SYMRISE

PRESS CONFERENCE BY INVITATION AS A PREVIEW LAUNCH

- June 15 to 18 2022   MILAN, Italy

ESXENCE – stand M 60-62

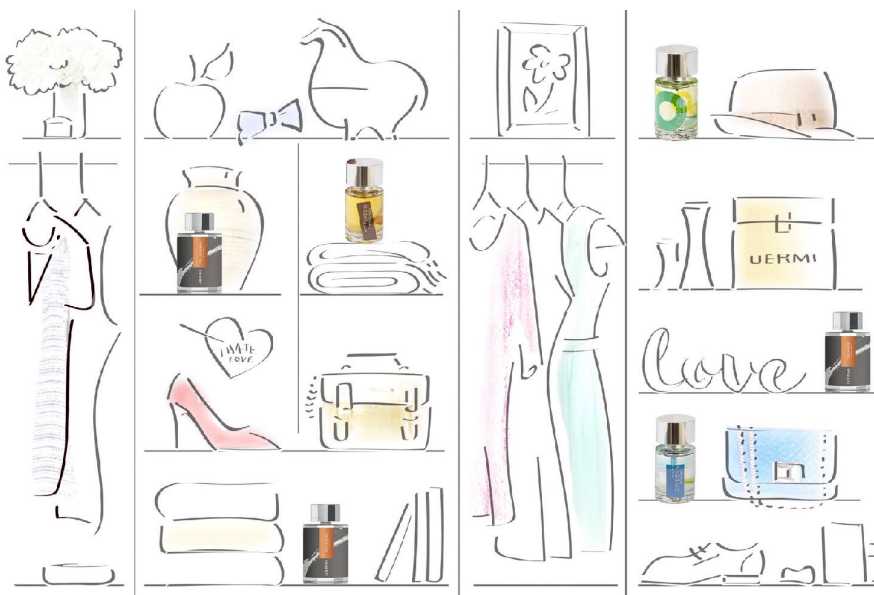
OFFICIAL WORLDWIDE LAUNCH

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UERMÍ = WEAR ME = THE OLFACTIVE WARDROBE



Perfumes and fabrics share an affinity with your skin. As you wear clothes, you wear your own perfume. Caressing your senses, they can also bring back memories: an old pair of jeans, a silk scarf, a cashmere sweater can recall a fragment of your past, when associated to a perfume. UERMÍ OLFACTIVE WARDROBE celebrates the magic of fashion with its fragrances.

#### UERMÍ PHILOSOPHY:

- Absolute excellence of raw materials, compositions, creativity
- Commitment in sustainability of products and packaging materials
- Each perfume has its inspiration, its own story
- Nonstop research of olfactive beauty, an innate 'obsession' for there Italian culture

Our collections have been created with some of the most prestigious and creative Master Perfumers : Maurice Roucel, Antoine Lie, Cécile Zarokian, Jean Jacques, Alexandra Carlin, Luca Maffei, Philippe Bousseton, Sylvie Fischer, Aliénor Massenet, Pierre Guéros.

UERMÍ is a 'Made in Italy' brand: concept, creativity and manufacture are proudly Italian. The authentic artistic perfumery finds its origins again: research, excellence and craftsmanship in every single small detail.