

## 70's MOOD

by Luca Maffei for UERMI

THE NEW APHRODISIAC FRAGRANCE TRIBUTE TO AN ICONIC ERA

The Seventies have been revolutionary, everywhere and in every sense. Through profound changes, at times controversial, a huge storm of creativity has transformed cultures, music, art, design and fashion in a unique, memorable way. UERMI has plunged into all that ferment of ideas, rebellions, unprecedented colors, shapes and philosophies... to create a new perfume that celebrates that mood. So ironic, overwhelming, intense.



UERMI officially launches this new fragrance at ESXENCE 2023 (Milan, March 30 – April 2). During the trade Show, at the stands M69-71, the brand creators and artistic directors Aurora Carrara and Palmiro Pèaquin will always be present. The Perfumer Luca Maffei will also be available at the UERMI booth for arranged presentations of 70s MOOD.



## 70's MOOD

OLFACTIVE FAMILY: WOODY FOUGÈRE AMBERY

retail prices 100 ml 195 € / travel size 8,5 ml 33€

Opulent and aphrodisiac, this composition opens with fresh and sparkling head notes of Pink Pepper, Cardamom and Bergamot, warmed up by the sensuousness of the **chocolate flower** (Cosmos atrosanguineus).

Creamy and velvety, its heart has one protagonist: **Patchouli**, wonderfully wrapped in Cashmeran and silky, ambery woods. In this fragrance the Indonesian Patchouli oil is very exclusive, never used before, containing 60% of pachoulolo, extremely deep and intense.

The base notes are elegant and persistent: a cascade of **natural vanilla** enhanced by Labdanum and Benzoin.

Since the Seventies were so overwhelming also for music...70's MOOD had to have its own song. Inspired to the atmospheres of the Italian rock of those years, with lyrics by UERMI, the song is composed and performed by Moreno Ferrara, vocalist of the greatest Italian artists as Mina, Celentano, Vasco Rossi, Zucchero... 70's MOOD, I LOVE YOU !

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*"The key word in this creation is APHRODISIAC.*

*Patchouli in Perfumery has always been one of the most intoxicating and sensuous raw materials. Its myth started in the Seventies, when the 'hippies' movement was traveling between Indonesia and India, searching for new life philosophies... and returning back home with those tiny vials of Patchouli essential oil.*

*Patchouli is so peculiar because its olfactive note is extremely rich, overwhelming and complex. The essential oil obtained from the distillation of its leaves is unique due to its notes so warm and moist, sensuous and pungent... like the climate of those exotic countries.*

*What I imagined for 70's MOOD is a woody, ambery and strongly aphrodisiac perfume: a Patchouli enhanced by dynamic, sparkling and spicy head notes like, among others, pink pepper and cardamom.*

*My interpretation is made absolutely contemporary because of Cashmeran, one of my favorite raw materials, that recalls a soft, velvety and silky wood ... almost as a solo performance of warmth over the Patchouli note.*

*I used molecules that smell like amber woods to add volume, power and persistence. Notes of vanilla, in this case a natural one, set the composition with their darkest, obscure, deepest side. With an animalic nuance that renders this fragrance even more aphrodisiac and sexier.*

*This has been my way to interpret Patchouli and give life to 70's MOOD... a fragrance that is stunning, rich and sensual in every single, peculiar shade".*

Luca Maffei  
February 2023

70's MOOD • MAIN RAW MATERIALS

## PINK PEPPER

Crisp, Intense, Spicy, Fresh, Fruity



**GEOGRAPHICAL ORIGIN:** Mainly native to South America, it also grows in Madagascar and the United States.

**PART USED:** Berries

**EXTRACTION PROCESS:** Introduced to the U.S. from South America, this pepper species originally grew in the wild. Its invasiveness caused it to spread to many areas of the country. Quickly, its quality began to match that obtained from South America. In May and June, before extraction, fresh berries are hand-picked and dried. Over time they become darker and crumpled. Hydrodistillation is used to obtain the essential oil. A super critical CO<sub>2</sub> extraction is done to obtain a better olfactory quality, the cost will be higher.

## CARDAMOM

Fruity, Zesty, Fresh, Wide, Spicy



**GEOGRAPHICAL ORIGIN:** Native to Southeast Asia, Cardamom is produced in India, Guatemala, Sri Lanka, Thailand, Laos, Vietnam and Cambodia.

**PART USED:** Seed contained in the fruit

**EXTRACTION PROCESS:** Planting is done in July for harvesting in winter and early spring when the capsules are very green and the fruits are black. Harvesting is done by hand before leaving the capsules to dry. The drying process is complex because it allows several aromatic components to develop and some of the more volatile components to evaporate. Once the capsules are dried, they are husked to preserve only the seed. These are then crushed to facilitate the various processes that lead to the different by-products obtained from cardamom. Several types of products can be obtained in the perfumery: Cardamom essential oil, the absolute, an oleoresin, and a CO<sub>2</sub> extraction. The essential oil is extracted by hydrodistillation of the crushed seeds.

70's MOOD • MAIN RAW MATERIALS

## PATCHOULI

Penetrating, Woody, Earthy, Powerful



**GEOGRAPHICAL ORIGIN:** Mainly produced in Indonesia. Historically, Soils on the islands of Sumatra and Java were considered the best in the world. Cultivation of this particularly voracious shrub greatly depletes soils and does not allow production to be maintained in the same place for more than 5 years. Once the soil is depleted, it cannot be reused for the following 10 years.

**PART USED:** Leaves

**EXTRACTION PROCESS:** Main harvesting is done from December to January, early in the morning or late in the evening. The leaves are harvested one by one, without the stems. The ideal for good quality Patchouli is to grow it between 200 and 300 meters above sea level, this improves its quality. The leaves are dried in the dark for at least a week, then turned upside down and stored in a dry place. This process results in a loss of 80 to 85 percent of the leaf's weight. The longer this drying process is carried out, the higher the quality of the final product. After drying, the leaves are ready to be extracted by steam distillation.

## VANILLA

Sweet, Strong, Gourmand, Soft, Warm, Animalic facets



**GEOGRAPHICAL ORIGIN:** Originally from Mexico, it is now also produced in Madagascar, Indonesia, India and New Guinea.

**PART USED:** Pod

**EXTRACTION PROCESS:** The flower, which grows only once a year, must be hand-pollinated to produce the famous pod. Once pollinated, the pod matures over 6-9 months and only then can it be harvested. The pods are harvested when they change color: from a dark green they become lighter. At this point they contain only 10% of their olfactory potential. They are then heated for 3 minutes in a pot full of boiling water and then allowed to stand for 24 hours under a blanket until they turn black and shiny. After that The pods are left in the sun to dry for two weeks. Extraction is done following 3 consecutive extractions using Ethanol. Once the solvent is removed, a concrete will be obtained. It contains waxes, insoluble in alcohol, these are separated using alcohol, when the latter has evaporated, the absolute will be obtained. The absolute will continue to improve with the passage of time, it is considered optimal after 6 months of maceration.