

OUR FIRST
FRAGRANCE
WITHOUT ALCOHOL
AND WITHOUT
SOLVENTS



UERMI

EX LATEX

by Antoine Lie & Luca Maffei
for UERMI

So new, so unique ... this is a magnetic encounter of audacity and sensuality. A perfect balance between light and shadow, materiality and transparency. The fragrance opens with a spicy, slightly sweet and hypnotic note of ANISE, intertwined with the smoky intensity of CADE (Juniper wood), while an aldehydic accord gives a metallic sheen, like a reflection on a shiny, taut surface. It is the beginning of a unique tactile and olfactory experience that will intrigue you.

In its heart, the LATEX ACCORD becomes the protagonist: enveloping, contemporary, almost abstract and futuristic, but so incredibly real.

Caressed by the delicacy of JASMINE and the earthy depth of OAKMOSS, it becomes like your second skin, supple and intimate, bold and persuasive.

The base notes leave a sophisticated trail: SANDALWOOD gives a soft creaminess, while SUEDE releases a tactile, velvety sensation of luxury. SALICYLATE closes the composition with a sunny, persistent touch. A fragrance that provokes, seduces and envelops, playing with the contrasts between softness and tension, between the visible and the invisible. A fragrance that is matter and sensation, a unique and unforgettable olfactory signature only for the bravest.

OLFACTIVE FAMILY AND PYRAMID

FLORAL · LEATHERY · POWDERY

TOP

ANISE
CADE

ALDEHYDIC ACCORD

HEART

LATEX ACCORD
JASMINE
OAKMOSS

BASE

SANDALWOOD
SUEDE
SALICYLATE



PERFUME CONCENTRATION 25%

A NEW CONCEPT OF 'CLEAN' FRAGRANCE

For the very first time UERMI experiments a new, exciting direction in Artistic Perfumery. As the world of cosmetics and skincare is rapidly evolving towards higher standards, respectful approaches, pursuit of healthier, safer, cleaner formulas... so are we.

EX LATEX is the first UERMI fragrance without alcohol and without solvents.

We've been searching for the highest technology that would not affect the identity, the charisma and the persistence of our fragrance. The WPE® technology, by Neovix Biosciences, makes it possible to disperse a perfume concentrate in pure water with a patented process based on the action of a plant extract that, in very low doses, acts as a surfactant. The WPE® microemulsion is so fine that each Ultradrops® droplet is smaller than a cell. The result is a Parfum en Eau, a fragrance in water with a distinctive, milky appearance, like a white fine mist. A new concept of 'clean' fragrance.

EX LATEX is a fragrance with a history. Born in 2015 with the name XX LATEX, created by Antoine Lie for UERMI, it was a pioneering breakthrough for its surreal and ironic notes. When temporarily put out of production... it broke so many perfume lovers' hearts that we had to make it available again. This time with added values: a 'four-hand composition' by Antoine Lie and Luca Maffei, the same provocative personality but improved, a new avant-garde no alcohol technology to make this fragrance 100% special and unique.

"I was impressed by how the scent was absolutely true to the note I had created. Its staying power is much better than that of a fragrance made with alcohol, and also better when compared with other "alcohol free" technologies.

The result with WPE® is very sensorial. It doesn't feel wet on the skin and above all isn't sticky at all, even when used in very high doses."

Antoine Lie



UERMÍ


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