

KLERADERM[®]

beauty

THE MAGIC
OF PERFUME
**PERFUME ROOTS
IN OUR DNA**

JOURNEY
IN OLFACTORY
FAMILIES

**ESSENCE
BY KLERADERM**

The magic of perfume!

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DISCOVERING
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PERFUME

THE MAGIC OF PERFUME

The perfume is the good genius that leads toward unexplored horizons, in imaginary journeys, in never seen places.

Its intrinsic power has always fascinated people, although in a different manner and for different reasons over the centuries. From primitive lure to the earth it has become the communication medium and first contact with the divine and, after that, an useful tool to keep safe from diseases and epidemics.

The scent has held many different roles over the centuries: from the sacred to the profane, from seduction tool to emotional incentive in the man-woman relationship, from a substitute of water for hygienic purposes to a real beauty ornament. The fragrance envelopes and rises above the mere ground level, towards an universe to be discovered.

*the perfume is history
is travelling, is emotion, is the future.*



PERFUME ROOTS IN OUR DNA

The origin of the perfume is lost in the mists of time in an era when there were no coded perfumes for men and women, but the original fragrance, with a strong appeal to the earth, to the individual's origins and its body, a constant balance between animality and sensuality.

We do not know, in fact, whether prehistoric man was sensitive to the smell, certainly the East it has been the birthplace.

With the Egyptian and Sumerian civilizations the West begins to learn about the important role of fragrance raw materials, essential components of religious rites, symbol of power, sophistication and pleasure. Initially they were used in religious rites, and to seek communion with the gods, the spiritual: the scent of the sacred rites, of embalming, of offerings. Burned in honor of the gods, scents exhale a fragrant smoke rising into the sky, through which people come closer to the divinity. During the time, the perfume becomes profane: Cleopatra, as well as brave warriors begin to spread their bodies with perfumed oils. The Romans used to perfumed their homes and even their dogs and horses.

During the dark period of Middle Ages, we see a decline in the profane use of perfumes, until its rebirth in 1348 when, as a result of the Black Death that killed nearly a quarter of the European population, the perfume acquires an hygienic and important therapeutic role: doctors begin to distrust water, in the belief that, by opening the skin pores, it favors the entrance of pestilential air inside the body. It thus abandons the use of water replaced by large amounts of perfume to remedy the lack of hygiene.

In the following years, in Versailles, the Sun King's court perfumes everything: body, hair, wigs, dresses, gloves, shoes, furniture, letters, handkerchiefs and the king himself. The first perfumed waters appear, and the diffusion will be held by the example of Marie Antoinette, wife of Louis XVI and Josephine, wife of Napoleon.

In England, Queen Elizabeth I starts to give the necessary impetus to perfumery development, imposing her subjects to cultivate flowers and learn how to produce perfume waters at home.

After the eighteenth century, the French perfume industry is concentrated in Grasse, in southern France, where initially the manufacturers distill the essence of lavender in glove factories. Thanks to the elegant women from France, England and Italy those perfumed gloves became famous, the first way to wear a perfume.

Italy is a pioneer in the art of perfumes: Florence and Venice are famous place throughout Europe for their laboratories, and it is in Venice in fact, a flourishing cultural center, that first books about the art of cosmetics and perfumery have been published.



DISCOVERING MADE IN ITALY PERFUME

The word perfume comes from the Latin term "for fumum", which means "through smoke" because the first perfumes were herbs that have to be burned in honor of the gods and ancestors.

The art of blending the smells from the Middle East starts to be spread to the west, in Greece and Rome, before reaching Asia by Arab traders of aromas. In Europe, the first center of perfumery is Italy of the Renaissance, until the 18th century, when the supremacy goes to France, and especially to Grasse region.

It will take centuries and revolutions, handicraft genius and entrepreneurial transformation, before the

perfume, associated with the names of the greatest Italian fashion designers, as an indispensable complement to style, recalls the international interest in the "Made in Italy" art of creation.

Because the fragrance is an intangible emotion that awakens memories, images, unpleasant or pleasant sensations, all linked to the rediscovery of our inner life.

In Italy, the talent of designers found in fashion a great place to grow so that becomes the ambassador of Italian style around the world. A trend that inspires perfumery entrepreneurs to successfully undertake the way of "Made in Italy perfume", synonymous of style and elegance.

*perfume is a gesture, it's a sensation.
perfume is an open door to the wonderful.
it's a matter of skin, a contact, an emotion.
the magic in action.*

(Victor & Rolf)

ESSENCE BY KLERADERM

Essential luxury line inspired by the concept of purity interpreted through various olfactory families. Created with the maximum concentration of perfume extract, Kleraderm ESSENCE line speaks to our deepest emotions related to those feelings of warmth, passion, security Precious heritage of our olfactory memory.

*women, like dreams,
are never
as you want*

FOR HER

ESSENCE 01

The seduction in sparkling fruity notes.

Fresh seduction accents in Essence n.01. Its fruity impulse slowly reveals notes of Jasmine and Lily of the valley, leaving a sensual and explosive atmosphere with White Musk and Sweet Honey and Wood, from the powerful and exotic chords. Unexpected, provocative and irresistible character.

FRAGRANCE DESCRIPTION: fruity, floral, woody, sweet, musky.

HEAD anise, coconut, peach.

HEART jasmine, lily of the valley.

BASE white musk, honey, benzoin, softwoods, cream.

ESSENCE 02

The femininity inside the elegance of White Lily, White Flowers and Iris.

A fragrance with a strong evocative power, symbol of light femininity, which enhances the precious essence of the White Lily, a symbol of purity and elegance.

FRAGRANCE DESCRIPTION: fruity, fresh, flowery, musky, woody.

HEAD: bergamot, water, pear, mandarin.

HEART: lily, white flowers, iris.

BASE: white musk, soft woods, gray musk.

ESSENCE 03

Dazzling seduction.

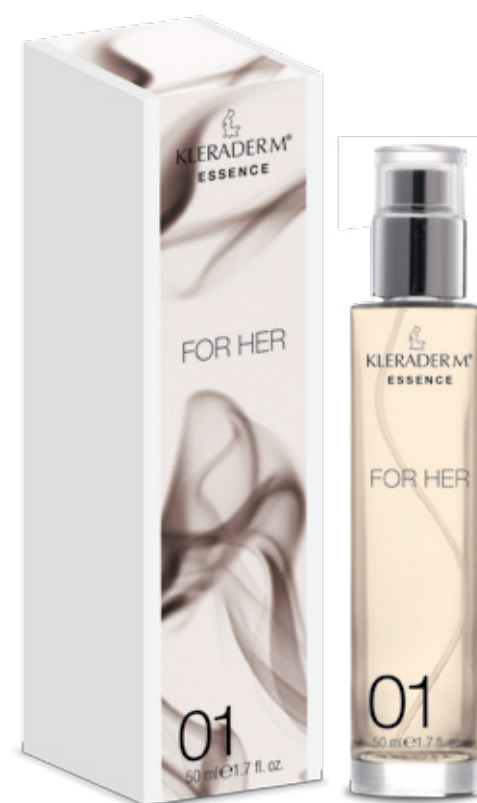
It reveals a glamorous and charming femininity. Its fragrance of white flowers, fresh and woody, vibrates on the skin. And then it becomes incredibly sensual.

FRAGRANCE DESCRIPTION: floral, fruity, woody, musky.

HEAD: bergamot, mandarin, orange.

HEART: gardenia, jasmine, red fruits.

BASE: patchouli, musk.



*Seduce my mind
and you'll have my heart,
find my soul
and i'll be yours*

FOR HIM

ESSENCE 04

The charm of distinction.

Essence n.04 by warm woody fragrances, that creates an irresistible charm you cannot resist to. Its strenght is to stand out from the crowd. Essence n.04 is not just a perfume, it is a lifestyle.

FRAGRANCE DESCRIPTION: fresh, flowery, woody.

HEAD: bergamot, water notes.

HEART: lily of the valley, rose, lavender.

BASE: clary sage, sweet woods.



ESSENCE 05

Seductive male passion.

Love, passion, beauty and desire are key elements of Essence n.05. Male body has been thought as a shape of perfect forms. The fragrance for the passionate and self-possessed strong man.

FRAGRANCE DESCRIPTION: fresh, woody, musky.

HEAD bergamot, grapefruit, mint, green notes.

HEART magnolia, geranium, ozone.

BASE ambergris, vanilla, musk.

ESSENCE 06

Marine Quintessence, celebration of freedom and escape.

Essence n.06, the mysterious Ocean attraction... magnetic and irresistibly sensual.

FRAGRANCE DESCRIPTION: fresh, fruity, flowery, aromatic, woody.

HEAD mint, cassis, mandarin, lemon, bergamot.

HEART lime, geranium, lily of the valley, rose, sage.

BASE sandalwood, sweet woods.

*the search for the perfect
perfume does not follow other
paths than the obsession*

UNISEX

ESSENCE 07

The harmonic and daring alchemy of elements.

Essence n.07, earth, air and water as fundamentals of matter and its transformation.

FRAGRANCE DESCRIPTION: citric, spicy, flowery, woody, oriental.

HEAD grapefruit, orange.

HEART black paper, roseberry, geranium, spicy note.

BASE patchouly, cedarwood, vetiver, benzoin.



ESSENCE 08

Extravagant perfection.

Combination of aromatic notes and leather fragrance: Essence n.08. Fresh, dry and gracious with a refined and delicate side. Floral and fruity tracks leave their sweet mark for a sensual and sophisticated character.

FRAGRANCE DESCRIPTION: woody, leather, flowery.

HEAD pink pepper, rose, saffron.

HEART magnolia, leather.

BASE mate, musk, sweet wood.

ESSENCE 09

Catching for body and soul.

Dark and dangerous touch of tobacco and labdanum. Essence n.09 is an enveloping, comfortable and hypnotic scent, that creates a pleasant sense of beatitude.

FRAGRANCE DESCRIPTION: oriental, woody.

HEAD cistus, tobacco.

HEART cedarwood, guaiacwood, sandalwood, sweet wood, animal note.

BASE vanilla, labdanum, musk.

JOURNEY IN OLFACTORY FAMILIES

The perfume, for its definition, is a mixture composed by water, alcohol and **fragrance**.

Depending on fragrance percentage, the perfumes are classified as follows:

- from 3% to 8%: EAU DE TOILETTE
- from 10% to 15%: EAU DE PARFUM
- from 20% to 50%: PARFUM

ESSENCES CAN BE DIVIDED INTO SEVEN MAIN CATEGORIES:

FLORAL: obtained from nature, from wildflowers and gardenflowers from which it can be extracted an intense essence, lively and enveloping.

CITRUS: extracted from the peels of citrus fruits such as orange, bergamot, cedar, lemon, mandarin, grapefruit and... orange blossom

ORIENTAL or AMBER: similar to ambergris, with a scent that evokes balsamic, woody, resinous notes; These essences are very used in oriental fragrances and have sweet notes, with vanilla taste such as the tobacco

FOUGÈRE: notes of lavender, bergamot, wood, oak moss, geranium.

WOOD: usually with citrus and lavender notes; also they have, as base notes, cedar and vetiver for a dry scent, or patchouli and sandalwood for a warm fragrance.

LEATHER: recreates the leather smell, reminding the scent of burnt wood, tobacco, birch and smoked. With these scent so dry perfumes are obtained

CHYPRE: derived from a mix of bergamot and oak moss. In female versions scents have moss, seaweed and wood characteristics and can be complemented with floral notes and spicy leather. In men's versions are added notes from coniferous wood, leather, with fresh and spicy-woody variants.



OLFACTORY MEMORY

The olfactory memory is ancient and instinctive, it cannot be rationally controlled as the other senses: it can even be activated in states of deep unconsciousness such as coma. Odors also tend to impose themselves regardless of our voluntary attention, so that also Kant described the smell as the sense of “contrary to freedom” because, during the breath, we necessarily have to take all kinds of smell.

The olfactory memory has a deep connection with the perceptual context: it is capable to record both the smells and the sensory context in which they were taken; the power of olfactory memories has found a practical application in the smell-therapy, a treatment that aims to help all those who have suffered head trauma or who have emerged from a coma status, in order to retrieve their memories through olfactory experiences.

The olfactory memory is a long term memory more precise and reliable than conscious one: no other sensory data so evocative of the past is resistant to the ravages of time, as odors storage take place according to an holistic principle, ensuring olfactory memories their individuality and their mutual independence. The odor memories are difficult to change.

OLFACTORY LOGO FOR YOUR OWN BEAUTY CENTER

Perfumes able to bind to your customer memories through the emotional limbic system.

“Men could close their eyes to greatness, to horror, to beauty, and close ears in front of melodies or seductive words. But they cannot escape from scent. Perfume has a more persuasive power than words, the appearance of feeling and willpower. You cannot deny its power of persuasion, it seep through us like the air we breathe into our lungs, it fills us, it totally dominates us, there is no way to oppose it.” (Patrick Suskind)

Olfactory marketing is a particular marketing sector that through the scent usage allows you to build customer loyalty by being remembered.

This method also studied through university scientific researches, lets you create a lasting emotional bond, based on the “olfactory memory” of the customer with the company itself.

The scent is immediately transformed into emotion, evoking distant and often forgotten memories, increasing the attention into the consumer, becoming a

powerful fuel for your business: receive the customer with a pleasant aroma allows you to establish, due to the intensity of the olfactory memory, a sensory tie, by amplifying at the same time the visual and sound stimulation all around.

In addition, perfume a room with a fragrance in coherence with the image and the identity of the brand, will make it instantly recognizable and help create a close loyalty relationship between the brand and its customers.





KLERADERM®
ESSENCE

FOR HIM FOR HER

*la ricerca del profumo
non segue altre vie
che quella dell'ossessione.*

(Colette)

*The search for the perfect perfume
does not follow other paths
than the obsession.*

COSMETICS MADE IN ITALY

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