

# LABSOLUE

PERFUME LABORATORY

# LABSOLUE

PERFUME LABORATORY

*From Laboratory and Absolute, from the emphasis on expertise, to the use of nature's finest ingredients, works of olfactive beauty are born. Two fundamental aspects to the art of perfumery blended from a connection of deep family roots, creators of perfumes for three generations.*



marvin

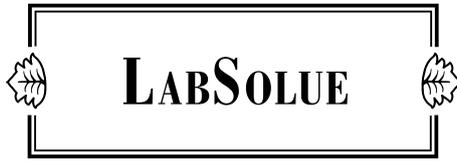


**PERFUME LABORATORY**

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PERFUME LABORATORY



## LabSolue: Blend of Beauty

**LABSOLUE: FROM LABORATORY AND ABSOLUTE. A PERFUMERY BRAND BORN FROM A CONNECTION OF DEEP FAMILY ROOTS, THREE EXPERT GENERATIONS OF PERFUMERS**

LabSolue is a combination of Laboratory and the French word, Absolue – Absolute. These two words are two fundamental aspects to the art of perfume production blended in order to create the brand name.

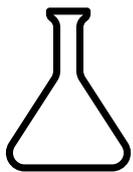
The Absolute is the most prized extraction of perfumery ingredients: a rich and noble natural raw material, obtained with the technique of extraction with volatile solvents, from the alcohol treatment of concretes. The Laboratory is where ideas are born, the hub of innovation and creation – this is where the know-how of making perfumes grew over decades is put into practice. From the emphasis on expertise, to the use of pure extractions from nature's garden, works of beauty and excellence are presented and preserved.

Artistic perfumery brand LabSolue was created by the Martone sisters, Giorgia and Ambra in 2007, in Milan. Nearly a century of experience and know-how: it all began in 1945, with the historic family pharmaceutical and cosmetic brand, Marvin, founded by grandfather Vincenzo Martone. The factory expanded and evolved with ICR (Industrie Cosmetiche Riunite), a world-renowned cosmetic company producer of luxury perfumes, under the guidance of father Roberto Martone. A bond of deep family roots, handed down from generation to generation, which continues to embrace the values of artistry, high quality and craftsmanship.

Our senses become heightened in moments of pleasure, creating an archive of memories stimulated by fragrances. LabSolue is an expert in the formulation of scents, from the fruity to the floral to the woody; their assistance is fundamental in the search for that perfect combination, a balance between natural essences and chemical interactions to arouse that particular emotion.

There are three olfactory sections to the laboratory: Fruits and Aromatics, Flowers, Woods and Resins

The tree is a constant, always the focus of inspiration and olfactory reference for LabSolue. Roots, trunk, branches, resins, leaves, flowers, fruits: the plant is considered in its totality and complexity when deciding to create a perfume. It is a process of glorification of its essence. But the tree is also the symbol that represents the Martone family history, from grandfather's perfume factory to today's reality – successive generations who have passed on and sublimated the art of perfumery. Finally, the tree becomes a graphic sign to identify Magna Pars, the Hotel à Parfum of the family, which stands on the site of the former perfume factory of the family.



LABORATORY



ABSOLUE



HAND-MADE



MADE IN ITALY

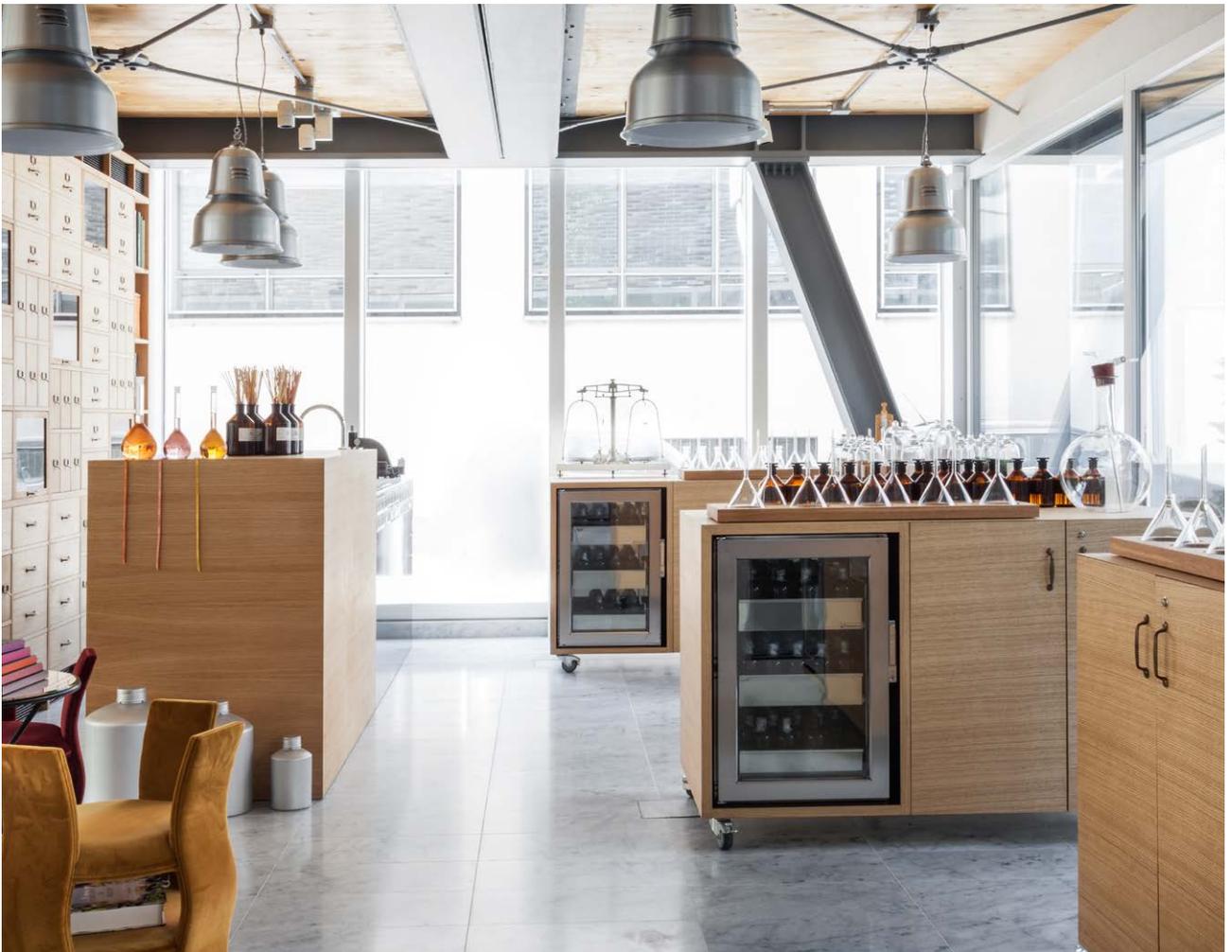


REFILL-REUSE

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## LabSolue: The Perfume Laboratory

Industry turned exclusive in Milan

**THE ARCHITECTURE OF LABSOLUE PERFUME LABORATORY IS REFLECTIVE OF THE TALENT,  
SENSIBILITY AND PRECISION THAT IS USED IN THE FRAGRANCE PRODUCTION**

Located in the design district of Milan, between Via Tortona and Via Forcella, the Marvin ex-factory turned LabSolue sensorial laboratory has been re-imagined to reflect both historical and present-day influences. This is achieved through the use of original industrial architecture materials, iron and glass, contemporarily recalling a strong connection with nature, with the use of wood. There is a retro feel with a modern touch.

The Laboratory is reminiscent of the creative and rigorous design of the perfumes. The original Marvin pharmacy can be felt in LabSolue's bones with references to archival objects from the fifties and sixties stored in wooden cabinets with drawers and showcases inspired by the pharmaceutical laboratory and the characteristic apothecary amber-glass jars. These become identifying codes, providing strength and stability to the ever-growing collection, a reminder of the brand's history and future.

LabSolue's space in Milan is a part of the Magna Pars hotel, making it the first Hotel à Parfum worldwide. The Laboratory is divided into olfactory islands, each one dedicated to an olfactive family and a library of scents. Each one is as attractive as the next, entrancing all senses. The three sections distinguish Perfume Laboratory: Fruit and Aromatic scents to fly, Floral shrubs to delight, and Wood and Resinous essences to remain. There is also the island of Handcrafted Candles.

On the lab work counter, stage of emotions aroused by essences of evocative strength and deep familial value, you discover the fragrances of the mysteriously dated Aqua Adornationis line, perfumes to adorn the spirit, whose roots go back to the family tree and are enriched over time with new dates. A celebration of tastes, textures, and tales.

Everything can be traced back to the pharmaceutical tradition. To smell the perfumes, glass funnels are used. The essences are kept in steel refrigerators, in the dark, at five degrees. The perfumes are freshly filled, packed and labeled on the spot: an expert Lab Tender delves the perfume lover into an olfactive memory to find a particular fragrance and recollection and make it one's own.

Industry turned luxury, LabSolue Perfume Laboratory welcomes those with a curious nose.

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## LabSolue: The Perfume Laboratory

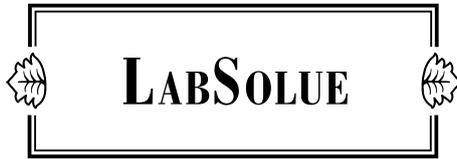
Industry turned exclusive in Milan



*Milano. Via Forcella 8*



*marvin*



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## LabSolue: The Perfume Laboratory in Rome

The eternal city as a second hub

**THE LABORATORY WELCOMES PERFUME LOVERS WITH ITS CURATED AND SLEEK DESIGN OF WOODEN DRAWERS OF THE ORIGINAL MARVIN PHARMACY AND OLFACTORY ISLANDS**

LabSolue Perfume Laboratory can also be found in the Italian capital, Rome. A short distance from Campo de' Fiori, LabSolue's second Italian home is situated among the art galleries and unique boutiques of Via di Monserrato. This is one of the most intriguing Roman streets known for its intertwinement between past and present, between tradition and modernity – the ethos of LabSolue echoes that of the historical city.

Via di Monserrato is dedicated to artistic shopping and genuine lifestyle. It is located in the center, yet it is a quiet escape. Here, people live at a slower pace while reveling in the arty pieces on offer. LabSolue's location here makes sense as you appreciate the made in Italy and the hand-crafted spirit. From flower stores to special jewelry and accessory boutiques, tourists and locals alike visit this place in Rome and leave with a true taste of Italian artisanship.

The interior details of the Roman olfactory Laboratory remain true to that of the original Milanese one. Stylish wooden cabinets and shelves are seen around, inspired by the pharmaceutical laboratory of Marvin. Wood combined with iron and steel is used for the structure of the olfactory islands. Reminiscent of the hub in Milan, there is an island for the Wood Essences, the Floral Shrubs and the Fruit and Aromatic olfactive libraries. The Aqua Adornationis line also has its own dedicated island in the Roman store.

Everything comes back the family tradition and the pharmaceutical roots of the business. Perfumes are evaluated through glass funnels. The essences are kept in steel refrigerators, in the dark, at five degrees. The perfumes are freshly filled, packed and labeled on the spot: an expert Lab Tender delves the perfume lover into an olfactive memory to find a particular fragrance and recollection and make it one's own.

The *olfactive journey* reigns throughout the Laboratory, with the nods to the tree, its roots and the familial values always interlinked.

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## LabSolue: The Perfume Laboratory in Rome

The eternal city as a second hub



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## Magna Pars, the Hotel à Parfum

Back to the Olfactory Roots

**LOCATED IN THE FORMER PERFUME FACTORY OF THE MARTONE FAMILY, MAGNA PARS  
IS A FIVE-STAR HOTEL À PARFUM – THE ONLY ONE OF ITS KIND WORLDWIDE**

LabSolue Perfume Laboratory is located inside the five-star Hotel à Parfum Magna Pars – the only one of its kind in the world. The unique space brings scent to the forefront, dedicating an Essence to each one of the Suites – each one as personal as the next. The number associated with the name of each Essence actually represents the number of the Suite, while the name is that of the main raw material or olfactory note within the composition. Perfume becomes the undisputed protagonist. Throughout the hotel olfactive culture reigns supreme, interpreting multiple expressions.

The structure reflects past and present, with elements of the original build and function – a modern and minimalist design encouraging the senses to admire and preserve the scents created and presented in the LabSolue Perfume Laboratory. Guests are welcomed with an **OLFACTORY CHECK-IN**: invited to choose a particular fragrance from a personal choice or curiosity. There are sixty-eight Essences - the same number of Suites. Therefore, guests can enjoy the stay in a suite dedicated to their particular scent of choice.

Each Suite is inspired by a fruity, aromatic, floral, woody or resinous scent, according to the history of the family perfume factory. Guests are invited to breathe in Exclusive Olfactive Journeys delving into art, literature, culture and the roots of essences to understand their uniqueness, properties, and curiosities. Wellness and relaxation are enhanced with Essential Oil Massages which have been perfected with the ancient principles of AROMATHERAPY.

There is also a private Library in the hotel and guests can find a selection of books on perfumery dedicated to both the technical and narrative aspects of the trade. Every suite in the hotel is enhanced with Giorgia Martone's book *The grammar of perfumes*, open on the page dedicated to the raw material which served as an inspiration for that particular room.

An **OLFACTIVE APERITIF** and **MENU À PARFUM** await the guests: a balanced taste of Italian ingredients is accompanied by an olfactory accent and a distinctive laboratory aesthetic. Dishes are presented with elements of the workshop - the dropper is used to add scented oils on the food; the funnel is turned upside down like a cloche, smoking from the various woods, the beaker serves as sauce boat, a celebration of perfumery and a sensorial experience.

*Liquidambar* is a red thread between nature, perfume and cuisine. It derives from one of the best-selling fragrances, 207 Liquidambar, an American tree that is also present within the hotel garden and gives the name to the lounge bar. The bar is connected to the restaurant, *Da Noi In*, which uses local and organic ingredients. It is a seasonal Italian menu.

Magna Pars is also in partnership with MUDEC, the nearby Museum of Cultures of Milan. Guests have the option of attending a private, guided tour at night. They are served a dinner in the hotel restaurant, inspired by the current exhibition at MUDEC, and then see the exhibition with their senses still enlightened.

From the visual to the olfactory, Magna Pars the Hotel à Parfum smells like no other.



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## Magna Pars, the Hotel à Parfum

Back to the Olfactory Roots



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*Olfactory Check-in*



*Olfactory Aperitif*



*Menu à Parfum*



*Aromatherapy*



*Exclusive Olfactive Journeys*



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## LabSolue: Sustainable Italian Elegance

A Family Vision

**ALL LABSOLUE PRODUCTS, HAND-CRAFTED IN ITALY, ARE MADE WITH RESPONSIBLY SOURCED, RECYCLED OR RECYCLABLE MATERIALS AND ARE DESIGNED TO BE REFILLABLE AND REUSABLE**

Together with the values of high quality and artisan crafting, the Martone family has always been committed to affirming an authentic, honest and responsible lifestyle. LabSolue Perfume Laboratory creations are the synthesis of Italian craftsmanship and essential beauty, an expression of sustainable elegance.

The Made in Italy is not only a choice of excellence, but also a commitment towards the community.

LabSolue promotes social and environmental principles, aiming to advance wellbeing, limit waste, and carefully manage resources. All LabSolue products are hand-crafted in Italy, made with responsibly sourced, recycled and/or recyclable materials, and designed to be refillable and reusable over time.

Fragrance lovers can purchase their favorite Essence to refill their home diffuser infinitely. All diffuser bottles and candle jars are intended to be reused as original flower vases, adding to the decor of the home long after the scent has run its course. All bottles have been developed with a screw neck, to facilitate both refilling and recycling.

LabSolue respects the use of natural ingredients, their richness, and their genuine qualities.

Entire trees, from leaves to roots, are at the base of the creative work. LabSolue didn't want to produce soliflores - that is, perfumes that try to recreate the scent of the raw material in an aseptic environment. The compositions are born from the plant and the territory the plant comes from. The dominant raw material - that gives its name to each LabSolue Essence - is recognizable, but there are other elements that clarify it.

The alcohol that we select and use for our essences derives from cereals of European origin only, and this applies both to the personal and to the home fragrances.

LabSolue trusts and follows the European legislation, which requires strict control and testing on each cosmetic product before authorising it for sale. True to the commitment that has distinguished it since its inception, the brand has a formulation charter that excludes also certain ingredients that are authorized but raise concerns - in particular parabens, TEA/DEA, silicones, aluminum, mineral oils, synthetic dyes, and sulfates - and continually evolves formulas to replace controversial ingredients.

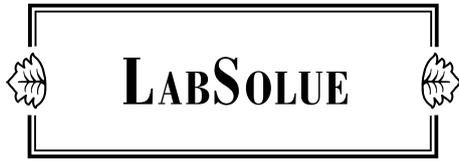
The reeds chosen to diffuse the Essences are made of natural untreated rattan.

The candles are hand-poured in Italy, uncolored and color of the wax is only due to the natural ingredients contained. The wick is made of pure and untreated cotton braids, free from a metal core.

Each box, including the outer and the inner parts, is completely made of paper, ensuring for simple and proficient recycling. For this same reason, we have decided not to protect it with cellophane. All our paper is certified by the Forest Stewardship Council (FSC), to assure that it comes from forests that are responsibly managed.

This is in order to meet the social and ecological needs of the present and future generations.

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# LabSolue: Sustainable Italian Elegance

A Family Vision



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# LABSOLUE

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## LabSolue: Sustainable Italian Elegance

A Family Vision



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## LabSolue: Sustainable Italian Elegance

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## LabSolue: Sustainable Italian Elegance

A Family Vision

*Each box is completely made of Forest Stewardship Council - FSC paper  
and we have chosen not to use cellophane*



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## The Origins: Marvin

Marvin "Society for the Pharmaceutical and Cosmetic Industry"

**MARVIN for nutrition**

**REPRES** feeding cream for dry and greasy skin.  
**REPRES** feeding cream for dry skin.  
**REPRES** feeding cream for dry skin.  
These are the results of highly modern active principles specially chosen for balanced skin nutrition and hydration.

**MARVIN for protection**

**REMPART** foundation cream for dry and greasy skin.  
**REMPART** foundation cream for dry skin.  
**HYDRATISMA** superhydrating cream.  
They wrap all day the skin in their protective film, preventing conditions of dehydration and hydration, protecting from the external weather. This skin protection is for rouge and powder.

**MARVIN for pimples**

**COUPERNE** cleansing milk, non-irritating.  
**COUPERNE** non-irritating, COUPERNE protective fluid cream.  
**COUPERNE** non-irritating, COUPERNE decaying cream for pimples. These preparations deal with the problem of acne in a safe and gentle way, through the action of the skin through desquamation action.  
— protective action.  
— desquamation action (increase in skin temperature).

**REGIZ** cream, hydrating milk.  
**REGIZ** cream, hydrating milk.  
**REGIZ** cream, hydrating milk.  
This is a particular film allowing only the non-irritating fluid of the milk to pass, the fat and solid matter, without allowing bacteria or erythema on the skin.

**MARVIN for personal hygiene**

**BETTEL, THE PERFUMED BATHING**  
**EAU DE BETTEL** eau de toilette.  
**BAIN DE BUCCHIA** eau de toilette.  
**SAVON** soap.  
**SAVON** soap.  
**SAVON** soap.  
**CREME FLUIDE** no BETTEL.  
For every woman the BETTEL bath soap is the most pleasant and effective way of perfuming her body and making her skin protected against the weather.  
**EAU DE BETTEL** is the lotion for the face, it is available in an extractable and homogeneous fluid of flowers, from some roses and antimicrobial notes.

**SPECIAL PRODUCTS**

**PELLINE** hair removal cream.  
**MARVIN for intimate hygiene**  
**INTIMARVIN** liquid detergent.  
**INTIMARVIN** spray.  
**INTIMARVIN** dry spray.  
Indispensable both for the woman and for the married man, without allowing bacteria or erythema on the skin.

**MARVIN for the sun**

**REGIZ** cream, hydrating milk.  
**REGIZ** cream, hydrating milk.  
**REGIZ** cream, hydrating milk.  
This is a particular film allowing only the non-irritating fluid of the milk to pass, the fat and solid matter, without allowing bacteria or erythema on the skin.

**ALL MARVIN PREPARATIONS ARE HYPOALLERGENIC**

**marvin**  
made by I.C.R. Industrie Cosmetiche Rimanne S.p.A. - Via S. Vito, 10 - 20139 MILANO (Italy)

**CREMA MASCHIA**, the new MARVIN cream, protects with its special formula, hydration and mask all. Available in the various shades.  
**HYDRATISMA** hydrating cream, prevents a mild dry and high-pH skin.  
**REMER** - Lincic, which with its three special colors can easily give the most exciting and sophisticated makeup.

**MARVIN for makeup**

**TABLETTE**, the hydrating foundation powder allowing a glowing complexion and protecting the skin against external agents and the weather. It is available in all shades from the lightest to the darkest.  
**FARLETTE STICK COUPEURNE** - For the lips, which with its three special colors and its three shades, allows the most exciting and sophisticated makeup.  
**RAYON DE SOREL**, the soft and herringbone powder, available in all shades. This color is available in all shades.  
**FRELINE**, the soft and herringbone powder, available in all shades. This color is available in all shades.  
**KALIA MARVIN** is a composition in the most modern way to bring out the intensity and color of the eyes. Found in the following colors: blue, brown and black.  
**ATTRAH**, the eyelid shadow, available in pink and orange powder type in one or three shades.

**PREMIERE RASON**, the soft, herringbone, light green, compact shadow guaranteeing perfect holding on the eye.  
**FRELINE-ATTRAH**, the professional eye shadow, the professional eye shadow, the professional eye shadow.

**ZONANE**, the eyeliner to outline the shape of the eyelids, in three colors.

**MARVIN hypoallergenic preparations**

**MARVIN** has a rich and complete range of hypoallergenic preparations, from the most delicate to the most effective. These preparations are specifically designed for the most sensitive skin, with the aim of ensuring safety and reliability for the consumer.

**MARVIN for cleansing**

**BLANZETTE** cleansing milk for sensitive skin.  
**BLANZETTE** cleansing milk for sensitive skin.  
**BLANZETTE** cleansing milk for sensitive skin.  
**HYDRATISMA** hydrating cream for sensitive skin.  
**COUPERNE** cream for sensitive skin.  
**COUPERNE** cream for sensitive skin.

**MARVIN for toning up**

**RESONNANT** retreating anti-wrinkle cream.  
**EXPIRIM** exfoliating cream for sensitive skin.  
**HYDRATISMA** hydrating cream for sensitive skin.  
**COUPERNE** cream for sensitive skin.  
**COUPERNE** cream for sensitive skin.

**MARVIN for restoration**

**POTENTISMA** non-irritating cream for sensitive skin.  
**POTENTISMA** non-irritating cream for sensitive skin.  
**POTENTISMA** non-irritating cream for sensitive skin.

An excerpt from "Marvin Cosmetics at the Service of Beauty", 1970:

"MARVIN is an industry specialized in pharmaceutical production that has made a name for itself for its work over the years. Its medicinal specialties, known in Italy and abroad, include a wide range of the most important active ingredients used in modern therapy. Taking advantage of these factors and making the most of its highly scientific technological experience, which is an essential aspect of its organization, MARVIN decided approximately ten years ago to devote part of its energies to a new area: cosmetology. Obviously, these considerations only regard cosmetic formulas that, like those of MARVIN, are not produced according to empirical bases but especially take into account their purity and safety in all cases and in all subjects, particularly regarding allergies and skin intolerance. Before launching the MARVIN cosmetic line on Italian and foreign markets, the talented technicians of MARVIN's research laboratories performed tests for several years, supervised by internationally renowned medical experts. After a long series of experiences, it was possible to prepare a vast range of products with a sure eudermic effect that was absolutely safe, even for the most delicate skin. Chemical-physical, biological and clinical tests, which are at the basis of every MARVIN formula, are a guarantee of safety."



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## The Origins: Marvin

*Marvin "Society for the Pharmaceutical and Cosmetic Industry"*

**VINCENZO MARTONE FOUNDED MARVIN IN THE FORTIES IN MILAN: THE COMPANY SPECIALIZED  
IN PHARMACEUTICALS AND COSMETICS THAT GREW INTO ICR AND LABSOLUE**

From grandfather to granddaughters. A passion for perfumes, knowledge of perfumery, and a dedication to quality have been passed on through the years, opening ways for new ideas and new formulas, yet never forgetting the roots.

The Martone family tree grew from Vincenzo Martone, the founder of Marvin Pharmacy and Cosmetics, followed by the son, Roberto Martone, the name behind ICR Industrie Cosmetiche Riunite, world-renowned luxury perfume manufacturer. Then, it arrived at the branches of today, the granddaughters, Giorgia and Ambra Martone, creators of LabSolue.

Vincenzo Martone founded Marvin in Milan at the start of the Forties. The company specialized in pharmaceuticals and antibiotics. As the business grew, they expanded into fragrance and skincare product development. In 1969 he won the Oscars of cosmetics, for his invention of a hypoallergenic moisturizing cream. Roberto Martone, the son of Vincenzo, took over and started creating perfumes for Italian brands and thus in 1975 ICR was born. From the Eighties, prominent figures within luxury Italian industries started working with ICR: Renato Balestra, Gianni Versace, Nazareno Gabrielli, Nicola Trussardi, Romeo Gigli, Bulgari, Salvatore Ferragamo, Emanuel Ungaro, Roberto Cavalli, to name a few.

LabSolue began to take shape in 2007, evolving from Marvin, due to Giorgia's interest in the family archive and history. Coming across past delightful fragrances, interesting old formulas, and an attention to detail in the original packaging, the family business was reignited with a will to revitalize a beloved heritage. The present family perfume factory ICR was able to incorporate the origins into the products of today, bringing the creativity and determination of a certain moment in time into the arms of the next generation.

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The Origins: MARVIN



Today: ICR



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## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit

**AQUA ADORNATIONIS IS A GLIMPSE INTO THE FAMILY ROOTS, CORE AND VALUES,  
WITH THE AIM OF GENERATING THE SAME EMOTIONS IN EACH AND EVERY PERFUME LOVER.**

Aqua Adornationis is a glimpse into the Martone family roots, core and values - art, quality and craftsmanship - from the historic pharmaceutical and cosmetic brand Marvin created by grandfather Vincenzo, to the luxury perfume manufacturer ICR founded by father Roberto, to the artistic perfumery brand LabSolue developed by Giorgia and Ambra sisters.

The old pharmacy design and formulations and other details has led to the revival of a family project inspired by past traditions and a deep love for one's work and now made with the same love, innovation and originality. A legal label UTIF (which stands for Italian Production Tax Technical Offices) - mandatory at the time and almost hidden on the bottom of the original Marvin bottle yet still firmly glued to glass - gave the line its name.

This name, no longer used, once had a great symbolic significance and today it returns as a line of fragrances that adorn the spirit with new olfactory emotions. One can travel through time and arrive at the modern interpretations of the artisanal in the world of perfumery.

The Latin name Aqua Adornationis was 'found' by Giorgia Martone on the bottom label of an old perfume in the archives of Marvin, the company founded by her grandfather Vincenzo in 1940. By doing research herself, she discovered that it was the legal definition for fragrances in Italy at that time, and consequently written on the label, as today we use the French names eau de toilette, eau de cologne, eau de parfum and so on. In literal terms this refers to water to adorn - an explanation of the practical use of perfumes, but also a declaration of their beauty within simplicity. LabSolue believes in preserving the original name; a reminder of the past generations, Aqua Adornationis is perfume-making at its purest.

LabSolue is an artisan in the world of perfumery; pushing boundaries with innovative and explorative Aqua Adornationis scents and their combinations, to create works of art and encapsulate intense emotions. Contemporary style, elegantly minimalistic, with a vintage touch, the glass bottles are reminiscent of the original Marvin pharmaceutical design as are the decorations that embellish labels and caps - an ode to the celebration of history, family, and dedication, from a passion that has its roots in the past, but which reaches out to the future.

The Aqua Adornationis line tells an evolving story.

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## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit

*Historical photographs from the Marvin archive*



*marvin*



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## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit

**AQUA ADORNATIONIS TRANSPORTS THE SENSES TO OLFACTORY ROOTS BOTH NEAR AND FAR, TO THE PAST AND PRESENT. INSPIRED BY MYSTERIOUS BIRTH DATES, EACH ESSENCE BREATHEs OUT A PERSONALITY OF ITS OWN.**

From the experienced nose of the Perfumers, adorn the spirit with fusions of precious ingredients. One can feel the nostalgia for a new scent. These fragrances require no introduction; the harmonies speak for themselves. A vintage feel with an updated touch, each volume presents tastes, textures, and tales unique. Expertise and curiosity come together to discover combinations of olfactory roots.

Associated with the name is a date, important and mysterious, which concerns a member or a friend of the family and refers to an event. Each fragrance wants to crystallize that moment, and propose an olfactory portrait of the person who refers to it. Each Aqua Adornationis creation is a heartbeat - it aims to arouse emotions in perfume lovers.

The line currently consists of eight perfumes created with the aid of only Master Perfumers.

Dominique Ropion is the artist of *Vertigo 1973*: celestial attraction of woods, leather and spices, to let senses fall free, and feel the head spin. For vanilla lovers, Aurelien Guichard created *Heroine 1980*: impossible to let go, igniting the confidence within. Daphné Bugey's *Honorable 1947* reawakens the senses, it is an invitation to feel nature's pulse like the scent of the winter sea warmed by the first rays of the spring sun.

Sophie Labbé, has signed two masterpieces: *Alpha 1977* which is to experience summer's long gaze, the simplicity of the stories that begin, a seduction nobody can resist, and *Bohemian Spirit 1979* that is inspired by Giorgia Martone, founder of LabSolue. Over the course of almost fifteen years Giorgia has perfected with Sophie this original creation which refers to the year of her birth, and describes the feeling of a first encounter, flowing and memorable - that of Giorgia with perfume, the brief moment that passes between being unknown and getting to know each other, the synthesis of her lightness and depth, of her child's heart and woman's soul. Today it is the Essence that brings Giorgia back to us in her absence.

*Combustion 1978* by Alexandra Carlin is the scent of the senses on fire, on the verge of catching fire. With *Sable Blanc 1950*, Nathalie Lorson olfactorily portrayed Mother Nature, the beauty of white sands kissed by the sun. As a hymn to the volatility and allure of the stormy seascape in summer, Yann Vasnier created *Salty Rock 1982*.

### THE DETAILS - AND THE ATTENTION TO DETAIL:

Aqua Adornationis fragrances are formulated exclusively as perfumes for person - Eaux de Parfum - available in 120 ml and 20 ml formats, with Natural Spray.

They are enclosed in transparent-glass bottles with a contemporary, elegantly minimalistic design - inspired by the original design of Marvin perfume bottles - designed and built to last, refillable and recyclable. All rigorously silk-screened.

The pump is screw type and can be easily opened, both for refill and for recycling purpose.

The cap is made in Italy, from a high quality recyclable metal alloy. It is engraved on the top with the historical Marvin brand symbol: a tiny alembic with the letter m.

The final touch is a refined colorful label made with old artisan plates. It features heat-embossed leaves - framed decorations inspired by the original design of grandfather Vincenzo.

Each and every Aqua Adornationis detail is a tribute to the origins and history of the family.

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# LABSOLUE

PERFUME LABORATORY



## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit



*marvin*

# LABSOLUE

PERFUME LABORATORY



## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit

ESSENCE	PERFUMER	OLFACTIVE FAMILY	OLFACTIVE PYRAMID
HONORABLE 1947	Daphné Bugey	Aquatic Woody Floral	“Winter Sea” Accord, <i>Neroli,</i> <i>Cedar Wood, Sandalwood, Musk</i>
SABLE BLANC 1950	Nathalie Lorson	Floral Amber Musk	“Sunkissed Fine White Sand” Accord, <i>Frangipane, Rose, Jasmine,</i> <i>Vanilla, Musk</i>
VERTIGO 1973	Dominique Ropion	Woody Leather Spicy	“Revolving Celestial Bodies” Accord, <i>Wormwood, Nutmeg,</i> <i>Patchouli, Vetiver, Cedarwood, Labdanum Resinoïd, Cistus</i> <i>Absolute, Olibanum</i>
ALPHA 1977	Sophie Labbé	Amber Musk Leather	“The Beginning” Accord, Pure Musk, Crystalline Aldehydes, Grey Amber Accord, <i>Labdanum Resinoïd, Ambrette</i>
COMBUSTION 1978	Alexandra Carlin	Woody Musk Amber	“Incendiary” Accord, Maltol, Ambroxide, Ambrocenide, Iso-e-Super, Muscenone, <i>Sandalwood, Cedarwood</i>
BOHEMIAN SPIRIT 1979	Sophie Labbé	Floral Musk Fruity	“Invisible Body” Accord, <i>Black Currant Buds, Peony Accord,</i> <i>Cashmeran, Vanilla, Sandalwood</i>
HEROINE 1980	Aurelien Guichard	Amber Vanilla Woody	“Legendary Island” Accord, <i>Olibanum Oil, Amyris, Cypriol,</i> <i>Leather, Vanilla CO2</i>
SALTY ROCK 1982	Yann Vasnier	Aquatic Woody Aromatic	“Late Summer Storm” Accord, <i>Pine Resin, Fir Balsam Absolute, Helycrisum,</i> <i>Cistus Absolute, Cashmeran</i>

*In italics, some of the Natural Essences contained in the fragrance.*

# LABSOLUE

PERFUME LABORATORY



## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit



120 ml



20 ml

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# LABSOLUE

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## From the Origins: Aqua Adornationis

Perfumes to Adorn the Spirit



*marvin*



PERFUME LABORATORY



## From the Origins: Aqua Adornationis into Bath and Body Collection

The Amenities Aqua Adornationis 1947

**ROOTED WITHIN THE ORIGINS OF THE FAMILY TREE, THE FRAGRANCE AQUA ADORNATIONIS 1947 GIVES LIFE TO THE ICONIC AMENITIES, DESIGNED FOR MAGNA PARS THE HOTEL À PARFUM, FORMER PERFUME FACTORY OF THE MARTONE FAMILY**

Reawaken the senses. Aqua Adornationis 1947 is an invitation to feel nature's pulse, the pull of the winter sea as it moves in unison with the first spring sun's rays. A harmonious blend of Neroli, Cedarwood, and Sandalwood combined with hints of Musk. A vibrant perfume that is transportive to a day in late February when winter has broken and the promise of spring is looming.

Neroli, Cedarwood, Sandalwood, and Musk enchant the senses and bring radiance to body and spirit, while the bath & body formulations are created for the pleasure of pampering.

Calming, balancing and rejuvenating, Neroli Essential Oil is extracted by distillation from Bitter Orange Blossoms. It takes its name from Anna Maria de la Tremoille de Noirmoutier, wife of Flavio Orsini duke of Bracciano and prince of Nerola, who adored its fresh perfume of petals so much to introduce it to France in the late 17th century.

Known for its longevity, Cedar Tree symbolizes eternity, and promotes vitality and wellness. Cedarwood Essential Oil is a pale yellow liquid with a sweet and intense fragrance. Its properties: regenerating, astringent, and pain-relieving.

On the subject of fragrance, Sandalwood and Musk do not need much introduction. In oil or powder form, they have beneficial effects on the skin. Sandalwood, with a tradition dating back thousands of years and used all over the world - especially in India, including during religious ceremonies - has anti-inflammatory and calming power; Musk, used for hundreds of years in ancient medicine and aromatherapy, is known to have medicinal properties, including being antifungal, antimicrobial, and antioxidant.

# LABSOLUE

PERFUME LABORATORY



## From the Origins: Aqua Adornationis into Bath and Body Collection

The Amenities Aqua Adornationis 1947



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PERFUME LABORATORY



## From the Origins: Aqua Adornationis into Bath and Body Collection

The Amenities Aqua Adornationis 1947

### THE AQUA ADORNATIONIS 1947 AMENITY LINE CONSISTS OF:

#### SHAMPOO

gentle, comforting, balancing; gently cleanses, purifies and revitalizes the hair, providing shine and balance, while leaving them delicately scented. Comes in a portable 75 ml plastic bottle with screw cap.

#### HAIR CONDITIONER

mild, soothing, nourishing; nourishes and moisturizes the hair, leaving them smooth, shiny and scented. Comes in a portable 75 ml plastic bottle with screw cap.

#### BODY LOTION

fluid, soft, pleasing; softens and smoothes the skin, leaving it hydrated, nourished, soothed and scented. Comes in a 200 ml and a portable 75 ml plastic bottle with screw cap.

#### SHOWER GEL

fresh, foaming, revitalizing; gently cleanses, purifies and revitalizes the body, stimulates the senses. Comes in a 200 ml and a portable 75 ml plastic bottle with screw cap.

#### LIQUID HAND SOAP

delicate, soothing, comforting; gently cleanses and purifies the hands, leaving the skin healthy, balanced and scented. Comes in a 200 ml plastic bottle with screw pump.

#### SOLID SOAP

delicate, soothing, comforting; gently cleanses and purifies the hands, leaving the skin healthy, balanced and scented. Comes in 20 g.

Recharging, rebalancing and relaxing with the iconic Amenities Aqua Adornationis 1947.

LabSolue respects the use of natural ingredients, their richness, and their genuine qualities.

All Amenities formulas are vegan, based on ingredients of natural origin and sustainable, are not tested on animals and have undergone rigorous dermatological controls. The products are formulated without ingredients that are potentially harmful to human health and the environment and without mineral oils, petrolates, aluminum and its salts, ingredients of animal origin, parabens, cyclic silicones, SLS, TEA/DEA. Our choice as Perfumer brand: our formulas contain signature fragrances which are an important part of the sensory experience offered by our bath, body and hand products.

The packaging is inspired by the historical and iconic Marvin bottle with the cap engraved with the brand symbol: a tiny alembic with the letter m. Each product comes in a safe and easy to handle or carry packaging, which is made from a plastic bottle with screw cap or pump. Both the bottle and cap are made in Italy from recycled plastic and can also be recycled again after the product has been depleted.

The Aqua Adornationis 1947 Amenities line, with its particular fusion of scent and formulations, is a part of a story that continues to evolve – inspired by the history, and a vision for the future of the brand. The story of the Martone family, the story of a perfume factory-turned Hotel à Parfum in Milan, and finally the story of the emotions to be aroused and the memories to be made due to the perfumed experiences.



PERFUME LABORATORY



**From the Origins: Aqua Adornationis into Bath and Body Collection**

The Amenities Aqua Adornationis 1947



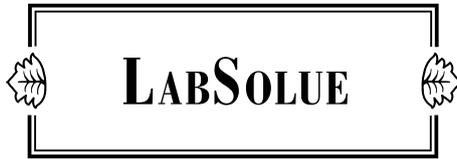
200 ml



75 ml

20 g

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PERFUME LABORATORY



## LabSolue: The Olfactive Library

Fruits and Aromatics, Flowers, Woods and Resins

**THE ARTISANAL ART OF PERFUME-MAKING AT LABSOLUE,  
HAND IN HAND WITH NATURE'S FINEST INGREDIENTS, UNITE WITHIN THESE ESSENCES**

There are three families of Essence at LabSolue: Fruits and Aromatics, Flowers, and Woods and Resins. Each Essence evokes an emotion, a sensation, a moment that needs to be experienced firsthand. The fragrance of fresh Fruit, the delights of a Flower, and the aroma of warm Woods come together as unified entities, waiting to be savored and rejoiced. The artisanal art of perfume-making, hand in hand with nature's finest ingredients, unite within these essences to create products of beauty.

Perfumery is an art form that, thanks to Master Perfumers and collaborators, transforms natural ingredients and high-tech molecules into perfumes. The world of fragrances that LabSolue presents is the result of enchantment and passion enclosed within each creation.

The scents are so divine that the Fruits, Flowers, and Woods transform the inner souls of the perfumed journey. Memories are meant to be made, savored, and remembered. LabSolue perfumes generate moods, moments, and emotions, each olfactive blend as unique as the next.

LabSolue's foundation is built on Absolute. The Absolute, derivative from the French word Absolu refers to a fragrant substance that is obtained by extraction from various parts of plants with volatile solvents; to obtain it, concretes are purified. Concretes effectively are a semisolid paste resulting from the primary extraction of fragrant principles from fresh plant matter. Resinoid is a substance obtained from the primary solvent extraction of dry plant biomass.

The tree is a constant, always the focus of inspiration and olfactory reference for LabSolue. Roots, trunk, resins, branches, leaves, flowers, fruits: the plant is considered in its totality and complexity when deciding to create a perfume. It is a process of glorification of its essence. But the tree is also the symbol that represents a family history – the Martone family – from grandfather Vincenzo's perfume factory to father Roberto's ICR to today's reality wanted by Giorgia and Ambra – successive generations who have passed on and sublimated the art of perfumery. Finally, the tree becomes a graphic sign to identify Magna Pars l'Hotel à Parfum of the family which stands on the site of the former perfume factory of the family.

Entire trees, from leaves to roots, are at the base of the creative work. LabSolue didn't want to produce soliflores – that is, perfumes that try to recreate the scent of the raw material in an aseptic environment. The compositions are born from the plant and the territory the plant comes from. The dominant raw material – that gives its name to each LabSolue Essence – is recognizable, but there are other elements that clarify it.

The ode to nature is always present in the LabSolue Essences and the commitment towards raw, clean materials carry over the olfactive library.



PERFUME LABORATORY



# LabSolue: The Olfactive Library

The Master Perfumers



*Alberto Morillas*



*Alex Lee*



*Alexandra Carlin*



*Anarash Kosurli*



*Aïenor Massenet*



*Antoine Maisondeu*



*Axelien Guichard*



*Aurélie Merardo*



*Catherine Saïg*



*Céline Matton*



*Daphnée Buges*



*Dominique Papien*



*Emilio Coppermann*



*Fabrice Pelagrin*



*Ilias Emericides*



*Jacques Sualier*



*Jean-Pierre Bethuart*



*Jérémy Duvolski*



*Luca Majei*



*Lucas Sienzac*



*Marie Salamagne*



*Mathilde Bijou*



*Maurice Poisel*



*Nadège Legarlatrec*



*Nathalie Lanson*



*Olivier Cresp*



*Pierre Guerin*



*Sabine De Tschanner*



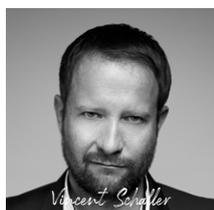
*Shyamala Maisondeu*



*Sophie Labbe*



*Veronique Niberg*



*Vincent Schaller*



*Yann Vassier*



*Wessel van Lee*

# LABSOLUE

PERFUME LABORATORY



## LabSolue: The Olfactive Library

Fruits and Aromatics, Flowers, Woods and Resins

### LABSOLUE

#### FRUITS AND AROMATICS

- 101 BERGAMOTTO (Bergamot)
- 102 MANDARINO (Tangerine)
- 103 MIRTO (Myrtle)
- 104 GELSO (Mulberry)
- 201 ULIVO (Olive)
- 202 FICO (Fig)
- 203 MELOGRANO (Pomegranate)
- 204 NESPOLO (Medlar)
- 301 PESCO (Peach)
- 302 MANDORLO (Almond)
- 303 CILIEGIO (Cherry Tree)
- 304 VANIGLIA (Vanilla)
- 305 MENTHA AQUATICA (Water Mint)
- 306 SALVIA BIANCA (White Sage)
- 307 ROSMARINO (Rosemary)
- 308 SANTOLINA
- 309 TIMO (Thyme)
- 312 PETITGRAIN
- 314 CEDRO (Cedar Fruit)
- 316 AMBRETTE

#### FLOWERS

- 10 ARTEMISIA
- 11 VIOLETTA (Violet)
- 12 FRESIA (Freesia)
- 14 ANGELICA
- 15 LAVANDA (Lavender)
- 20 GARDENIA
- 21 GELSOMINO (Jasmine)
- 22 OSMANTO (Osmanthus)
- 23 NEROLI
- 24 ZAGARA
- 25 FIORE D'ARANCIO (Orange Blossom)
- 26 FRANGIPANI (Frangipane)
- 30 ROBINIA
- 31 LILLÀ (Lilac)
- 32 MIMOSA
- 33 MAGNOLIA
- 34 YLANG YLANG
- 35 TIGLIO (Linden Tree)
- 36 ROSA (Rose)

#### WOODS AND RESINS

- 7 SANDALO (Sandalwood)
- 8 PATCHOULI
- 9 VETIVER
- 16 OUD
- 18 LEGNO DI ROSA (Rosewood)
- 19 LEGNO DI GUAIACO (Gaiac wood)
- 27 ABETE BIANCO (Silver Fir)
- 28 LEGNO DI QUERCIA (Oak Wood)
- 29 LEGNO DI CEDRO (Cedar Wood)
- 205 MIRRA (Myrrh)
- 206 OPOPONAX
- 207 LIQUIDAMBAR
- 208 CIPRIOLO (Cypriol)
- 209 STYRAX
- 210 TONKA
- 211 OLIBANUM
- 212 AMYRIS
- 214 LEGNO DI PEPE (Pepper Wood)
- 215 LABDANUM

LABSOLUE

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*Fruits and Aromatics*



*marvin*

LABSOLUE

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*Fruits and Aromatics*

marvin LABSOLUE



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## LabSolue: Fruits and Aromatics

The first family of the LabSolue Olfactory Library

**VIBRANT AND RIPE AROMAS TYPICAL OF THE MEDITERRANEAN BRUSH WITH THEIR FRAGRANT WILD FRUIT TREES AND AROMATIC PLANTS FOR THE LABSOLUE FRUITS AND AROMATICS FAMILY**

The LabSolue Olfactory Library praises the Fruits and Aromatics family. An intertwinement of succulent seasonal blossoms, each with a signature of its own, leave an olfactive mark on the senses. From the Latin *fructus*, past participle of *frui* - “to enjoy” - therefore what one enjoys (of the plant) and *aromaticus*, “endowed with an aroma”, which smells. The ever-green fruity aromatic family includes only the purest and ripest of scents from nature’s garden.

These compositions are inspired by the vegetation that grows in and around the Mediterranean - especially the fruit trees and aromatic plants. The assortment ranges from essences belonging to the citrus family, characterized by their typical vivacious freshness, and indomitable wild berries shrubs to fragrant fruit trees with delicate, juicy and vibrant aromas, or complex, intense and rich scents, typical of the Mediterranean brush.

These fruity and aromatic notes with citrusy, floral, and earthy nuances, harmoniously blend different essential oils and absolutes, and invigorating accords and pure essences, and stand out for their energy, sophistication and elegance.

Currently, twenty of the Essences within the LabSolue line belong to the Fruits and Aromatic Olfactory Library. They include 101 Bergamotto (Bergamot), 102 Mandarino (Mandarin), 103 Mirto (Myrtle), 104 Gelso (Mulberry), 201 Ulivo (Olive), 202 Fico (Fig), 203 Melograno (Pomegranate), 204 Nespolo (Medlar), 301 Pesco (Peach), 302 Mandorlo (Almond), 303 Ciliegio (Cherry Tree) and 304 Vaniglia (Vanilla) among others.

Cécile Matton, Alex Lee, Nadège Le Garlantezec, Sophie Labbé, Antoine Maisondieu, Shyamala Maisondieu, Lucas Sieuzac, Maurice Roucel, Alexandra Carlin, Aurélien Guichard, Emilie Coppermann, Olivier Cresp, Fabrice Pellegrin, Yann Vasnier and Fabrice Pellegrin are some of the Perfumers who have created Fruits and Aromatics scents for LabSolue.

Bergamot, Lemon, Sunny Accord, Italian Tangerine Essence and Pure Vanilla Jungle Essence Lavender, Myrtle, Tonka Bean, Basil, Blackberry Seeds, Accord of White and Black Mulberry Flowers Vetiver Haiti, Olive Accord, Cistus, Fig Accord (Leaves and Fruits), Atlas Cedar Wood, Crisp Pomegranate Accord, Buchu, Musk, Loquat Accord, Peony Accord and Bitter Orange among others are some of the most prevalent notes featured and to be explored within the Fruits and Aromatics family.

# LABSOLUE

PERFUME LABORATORY



## LabSolue: Fruits and Aromatics

The first family of the LabSolue Olfactory Library

ESSENCE	PERFUMER	OLFACTIVE PYRAMID
101 BERGAMOTTO (Bergamot)	Cécile Matton	<i>Bergamot, Lemon, Sunny Accord</i>
102 MANDARINO (Tangerine)	Alex Lee	<i>Italian Tangerine Essence, Pure Vanilla Jungle Essence</i>
103 MIRTO (Myrtle)	Nadège Le Garlantezec	<i>Lavender, Myrtle, Tonka Bean</i>
104 GELSO (Mulberry)	Sophie Labbé	<i>Basil, Blackberry Seeds, White and Black Mulberry Flowers Accord</i>
201 ULIVO (Olive)	Antoine Maisondieu	<i>Vetiver Haiti, Olive Accord, Cistus</i>
202 FICO (Fig)	Shyamala Maisondieu	<i>Fig Leaves and Fruit Accord, Atlas Cedar Wood, Cistus</i>
203 MELOGRANO (Pomegranate)	Lucas Sieuzac	<i>Crisp Pomegranate Accord, Buchu, Musk</i>
204 NESPOLO (Medlar)	Maurice Roucel	<i>Loquat Accord, Peony Accord, Bitter Orange</i>
301 PESCO (Peach)	Lucas Sieuzac	<i>Aldehyde C14 (Peach), Rose, Sambac Jasmine</i>
302 MANDORLO (Almond)	Alexandra Carlin	<i>Baie Rose, Almond Blossom, Bitter Almond</i>
303 CILIEGIO (Cherry Tree)	Maurice Roucel	<i>Cherry Blossom Accord, Cyclamen, Magnolia</i>
304 VANIGLIA (Vanilla)	Aurélien Guichard	<i>Amyris Oil, Cypriol Oil, Vanilla CO2</i>
305 MENTHA AQUATICA (Water Mint)	Emilie Coppermann	<i>Spearmint, Peppermint, Bergamot, Mate Absolute</i>
306 SALVIA BIANCA (White Sage)	Olivier Cresp	<i>Dalmatian Sage, Clary Sage Absolute, Ambrox, Vetiver</i>
307 ROSMARINO (Rosemary)	Fabrice Pellegrin	<i>Rosemary, Bergamot, Salicylate</i>
308 SANTOLINA	Yann Vasnier	<i>Santolina, Helycrisum, Pine Resin</i>
309 TIMO (Thyme)	Fabrice Pellegrin	<i>Thyme, Calone, Labdanum</i>
312 PETITGRAIN	Veronique Niberg	<i>Petitgrain EO, Bitter Orange, Orange Blossom Absolute, Orcanox™</i>
314 CEDRO (Cedar Fruit)	Yann Vasnier	<i>Cedrat Italy, Neroli North Africa, Yellow Mandarin Italy, Amber, Leather</i>
316 AMBRETTE	Pierre Guéros	<i>Ambret Seeds, Orris, Vetiver, Tonka Beans</i>

*In italics, some of the Natural Essences contained in the fragrance.*

LABSOLUE

PERFUME LABORATORY



*Flowers*



*marvin*

# LABSOLUE

PERFUME LABORATORY

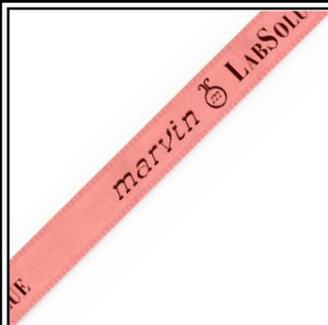


## Flowers

marvin & LABSOLUE



marvin



**LABSOLUE**

**PERFUME LABORATORY**



## **LabSolue: Flowers**

The second family of the LabSolue Olfactory Library

**AN ODE TO MOTHER NATURE'S FRAGRANT BLOOMS, BEAUTY, AND VERSATILITY:  
FLOWERS AS AN OLFACTIVE LIBRARY**

Through continuous research and creative experimentation, the LabSolue Olfactive Library celebrates the family of Flowers. A curated selection of moods dedicated to soft-fresh bud's petals and floral-deep scents of nocturnal blooms, perfected harmonies to relax and comfort the senses, or to evoke and attract to oneself. An ode to life, to Mother Nature's fragrant blooms, beauty, and versatility.

For these faceted and balanced compositions, the floral shrub that inspired them reigns supreme. The complexity of the assortment ranges from the candid, soft and delicate scents of flowering trees, to the wild, deep and rich aromas of the aromatic plants typical of the Mediterranean brush with their fragrant rebellious flowers. These luxurious, exhilarating floral and aromatic notes and the harmonious blends of different essential oils, absolutes, essences and natural extracts are alluring, elegant and stylish.

A naturalistic and evoking Floral Olfactive Family to intrigue the senses and arouse an explosion of emotions. For LabSolue "perfumes are the feelings of flowers."

There are currently nineteen Flowers perfumes within the LabSolue Olfactive Library. Some of them are: 10 Artemisia, 11 Violetta (Violet), 12 Fressia (Freesia), 14 Angelica, 15 Lavanda (Lavender), 20 Gardenia, 21 Gelsomino (Jasmine), 22 Osmanto (Osmanthus), 23 Neroli, 24 Zagara, 25 Fiore D'Arancio (Orange Blossom) and 26 Frangipani.

Some of the Master Perfumers who have extended their expertise to the LabSolue Flowers Olfactive Library are: Henri Fontannaz, Catherine Selig, Olivier Cresp, Nathalie Lorson, Alexandra Kosinski, Sabine De Tscherner, Jean-Pierre Béthuart, Jacques Cavallier, Vincent Schaller, Mathilde Bijaoui, Marie Salamagne, Jeffrey Dundale, Aurélien Guichard, Wessel-Jan Kos, Francis Deleamont and more.

The notes differ from soft and elegant, to deep and stylish, some of the most prevalent within this family are Artemisia, Sage, Eucalyptus, Citrus Medica Leaves, Violet, Raspberry, Patchouli, Accord of Freesia, Orange Flowers, Black Pepper, Angelica, Cabreuva, Violet Leaves, Bergamot, Indonesian Nutmeg, Barrême Purple Lavender, Haitian Vetiver, Gardenia NP, Concrete of Jasmine and Tuberose.

# LABSOLUE

PERFUME LABORATORY



## LabSolue: Flowers

The second family of the LabSolue Olfactory Library

ESSENCE	PERFUMER	OLFACTIVE PYRAMID
10 ARTEMISIA	Henri Fontannaz	<i>Artemisia, Sage, Eucalyptus, Citrus Medica Leaves</i>
11 VIOLETTA (Violet)	Catherine Selig	<i>Violet, Raspberry, Patchouli</i>
12 FRESIA (Freesia)	Olivier Cresp	<i>Freesia Accord, Orange Flowers, Black Pepper</i>
14 ANGELICA	Nathalie Lorson	<i>Angelica, Cabreuva, Violet Leaves, Bergamot</i>
15 LAVANDA (Lavender)	Alexandra Kosinski	<i>Indonesian Nutmeg, Barrême Purple Lavender, Haitian Vetiver</i>
20 GARDENIA	Sabine De Tscharner	<i>Gardenia NP, Concrete of Jasmine, Tuberose</i>
21 GELSOMINO (Jasmine)	Nathalie Lorson	<i>Jasmine, Orange Flower Absolute, Beeswax</i>
22 OSMANTO (Osmanthus)	Jean-Pierre Béthuart	<i>Osmanthus Flowers NP, Rose, Violet, Lemon</i>
23 NEROLI	Olivier Cresp	<i>Bitter Orange, Neroli, Bigarade Petitgrain</i>
24 ZAGARA	Jacques Cavallier	<i>Sicilian Citrus Fruits, Orange Flower Absolute, Petitgrain Bigarade</i>
25 FIORE D'ARANCIO (Orange Blossom)	Olivier Cresp	<i>Orange Flower, Petitgrain Bigarade, Myrrh</i>
26 FRANGIPANI (Frangipane)	Vincent Schaller	<i>Frangipane NP, Tiaré, Vanilla</i>
30 ROBINIA	Jacques Cavallier	<i>Robinia Accord, Linden Tree, Violet</i>
31 LILLÀ (Lilac)	Mathilde Bijaoui	<i>Lilac, Sunny Accord, Musk</i>
32 MIMOSA	Marie Salamagne	<i>Mimosa, Maté, Labdanum, Hay, Bergamot</i>
33 MAGNOLIA	Jeffrey Dundale	<i>Magnolia NP, Lemon, Jasmine</i>
34 YLANG YLANG	Aurélien Guichard	<i>Ylang Ylang, Copaiba, Star Anise</i>
35 TIGLIO (Linden)	Wessel-Jan Kos	<i>Linden Tree Accord, Bergamot, Ylang Ylang, Gardenia</i>
36 ROSA (Rose)	Francis Deleamont	<i>Rose Absolute, Peony, Geranium, Bitter Orange</i>

*In italics, some of the Natural Essences contained in the fragrance.*

LABSOLUE

PERFUME LABORATORY



*Woods and Resins*



*marvin*

LABSOLUE

PERFUME LABORATORY



*Woods and Resins*

marvin & LABSOLUE



marvin

LABSOLUE

PERFUME LABORATORY



## LabSolue: Woods and Resins

The third family of the LabSolue Olfactory Library

**FROM A FAMILY TRADITION THAT - LIKE THE TREE – GROUNDS ITS ROOTS IN THE PAST,  
BUT EXTENDS ITS BRANCHES TO THE FUTURE, THE OLFACTORY LIBRARY NOBLE WOODS AND RESINS**

From a family tradition and passion that - like the tree, source of inspiration – grounds its roots in the past, but extends its branches to the future, the LabSolue Olfactory Library honors the Woods and Resins family.

Warm and creamy like Sandal, dry and woody as Cedar, smoky and deep like Guaiac, dark and pungent as Patchouli, earthy and mossy like Vetiver, aromatic like Cypress, spicy as Pepper Wood, sweet and rich like Myrrh, balsamic and incense-like as Benzoin: each scent as characteristic and defined as the next. Hand-selected with the precision of the Perfumer for its blend, the woody resinous fragrances pull at the senses with an invitation to come closer and discover. They enwrap with a feeling of deep comfort and captivating energy.

These compositions are inspired by noble trees, with their roots, trunks, branches, balms and gums – Woods and Resins - the heroes of perfumery. Unique and passionate, they harmoniously blend different varieties of essential oils, absolutes, noble natural ingredients, and refined, avant-garde woody molecules.

The complexity of the assortment varies according to the wood it represents, from delicate to rich notes, from dry to damp hints, from creamy to smoky details, from bright to dark suggestions, and from mellow to pungent nuances. Each texture has its own personality and style. Woody and resinous scents are at once sensual and elegant, mysterious and grounded, magnetic and timeless.

There are currently nineteen Woods and Resins Essences within the LabSolue Olfactory Library. They include, but are not limited to 27 Abete Bianco (Silver Fir), 29 Legno di Cedro (Cedarwood), 205 Mirra (Myrrh), 206 Opoponax and 207 Liquidambar. One of LabSolue best-selling essences, Liquidambar refers to a genus of tree from North America, whose name means 'liquid amber' - in fact, when this plant is engraved, a resin with a mystical scent gushes out. The tree, along with other scents from the line, is planted within the garden located at Magna Pars, the Hotel à Parfum and is also the raw material after which the hotel bar is named.

The Master Perfumers who have had a hand in the Woods and Resins family are Nathalie Lorson, Annick Menardo, Fabrice Pellegrin, Luca Maffei, Ilias Ermenidis, Daphné Bugey, Alberto Morillas, Odile Bonghi, Wessel-Jan Kos, Alexandra Carlin, Aliénor Massenet, Yann Vasnier, Alexandra Carlin, Vasnier, Pierre Guéros and Veronique Nyberg.

*marvin*

# LABSOLUE

PERFUME LABORATORY



## LabSolue: Woods and Resins

The third family of the LabSolue Olfactory Library

ESSENCE	PERFUMER	OLFACTIVE PYRAMID
7 SANDALO (Sandalwood)	Nathalie Lorson	<i>Indian Sandalwood, Gaiaic Wood, Vanilla</i>
8 PATCHOULI	Annick Menardo	<i>Patchouli, Ambrox, Musk</i>
9 VETIVER	Fabrice Pellegrin	<i>Vetiver, Gaiaic Wood, Cypress</i>
16 OUD	Luca Maffei	<i>Agarwood Brown Extra, Styrax, Benzoin</i>
18 LEGNO DI ROSA (Rosewood)	Ilias Ermenidis	<i>Rosewood, Pimento Leaves, Clary Sage</i>
19 LEGNO DI GUAIAICO (Gaiaic Wood)	Daphné Bugey	<i>Gaiaic Wood, Patchouli, Olibanum</i>
27 ABETE BIANCO (Silver Fir)	Alberto Morillas	<i>White Fir, Eucalyptus, Juniper Berries</i>
28 LEGNO DI QUERCIA (Oak Wood)	Odile Bongé	<i>Oak Moss, Cedarwood, Gaiaic Wood</i>
29 LEGNO DI CEDRO (Cedarwood)	Wessel-Jan Kos	<i>Cedarwood, Patchouli, Pine</i>
205 MIRRA (Myrrh)	Alexandra Carlin	<i>Myrrh Oil &amp; Myrrh Absolute, Fir Balsam, Tolu</i>
206 OPOPONAX	Aliénor Massenet	<i>Opoponax, Benzoin, Vanilla Tincture, Cistus</i>
207 LIQUIDAMBAR	Yann Vasnier	<i>Liquidambar Accord, Cypriol, Vetiver Haiti, Fir Balsam Absolute</i>
208 CIPRIOLO (Cypriol)	Alexandra Carlin	<i>Cypriol, Salty Notes &amp; Ambroxan, Sandalwood &amp; Cedarwood</i>
209 STYRAX	Yann Vasnier	<i>Amyris, Benzoin Resinoid, Tonka Bean Absolute, Styrax &amp; Styrax Gum</i>
210 TONKA	Aliénor Massenet	<i>Lemon, Lavender, Orange Blossom, Neroli, Vanilla, Tonka Bean</i>
211 OLIBANUM	Yann Vasnier	<i>Olibanol, Incense Somalia, Mystikal, Myrrh Essence &amp; Resinoid</i>
212 AMYRIS	Veronique Niberg	<i>Amyris EO, Black Pepper CO2 Extract, Sandalwood</i>
214 LEGNO DI PEPE (Pepper Wood)	Pierre Guéros	<i>Blackpepper, Benzoin, Guaiac Wood, Sandalwood</i>
215 LABDANUM	Yann Vasnier	<i>Cistus Labdanum Absolute, Pine Resin, Fir Balsam Absolute</i>

*In italics, some of the Natural Essences contained in the fragrance.*



PERFUME LABORATORY



## LabSolue: The Essences

Made to be Free and Enjoyed

**ESSENCES THAT ARE NATURALLY GENDER FREE AND FREE OF RULES, CONSTRUCTIONS,  
AND PREJUDICES. MADE TO BE ENJOYED WHETHER AS A PERSONAL PERFUME, A CANDLE, OR A HOME DIFFUSER.**

LabSolue has no limits; no rules, no gender, no right or wrong, no prejudices. What matters is the emotion. LabSolue Essences are made to be free and enjoyed in their various forms: whether as a personal perfume, a candle, or a home diffuser. They can accompany you throughout your journey, day and night, or be there to welcome you as you enter wherever you call home.

LabSolue's foundation is built on Laboratory and Absolute. The Absolute, derivative from the French word Absolu refers to a fragrant substance that is obtained by extraction from various parts of plants with volatile solvents; to obtain it, concretes are purified. Concretes effectively are a semisolid paste resulting from the primary extraction of fragrant principles from plant matter.

The tree is a constant, always the focus of inspiration and olfactory reference for LabSolue. Roots, trunk, resins, branches, leaves, flowers, fruits: the plant is considered in its totality and complexity when deciding to create a perfume. It is a process of glorification of its essence. But the tree is also the symbol that represents a family history, from grandfather's perfume factory to today's reality – successive generations who have passed on and sublimated the art of perfumery. Finally, the tree becomes a graphic sign to identify Magna Pars l'Hotel à Parfum, which stands on the site of the former perfume factory of the family.

LabSolue Essences are divided into three different olfactory groups which always return to the tree structure: Fruits and Aromatics, Flowers, Woods and Resins.

The Essences are emotions. The image of a Flower, the fragrant aroma of a Fruit, the hint of an aromatic Wood, and the sublime sweetness of their accords. The philosophy of harmony blending nature and the art of perfume-making are echoed throughout the entire collection.

Nature is an ever-present inspiration at LabSolue and both the Fruits and Aromatics and Flowers and Woods and Resins stem from the tree give relevance to the natural ingredients and the interjection of nature in the luxury atmosphere.

LabSolue Essences were created by world-famous Noses who are the artists of the international perfume industry, perfume lovers and close friends of the Martone family.

Annick Menardo has created 8 Patchouli, Fabrice Pellegrin is the nose behind 9 Vetiver, 307 Rosmarino (Rosemary) and 309 Timo (Thyme). Maurice Roucel has realized both 204 Nespolo (Medlar) and 303 Ciliegio (Cherry Tree). Daphné Bugey is the creator of 19 Legno di Guaiaco (Guaiacwood), while Yann Vasnier has co-created 209 Styrax, 211 Olibanum, 215 Labdanum, 308 Santolina, 314 Cedro (Cedar Fruit) and the iconic 207 Liquidambar. 24 Zagara and 30 Robinia were imagined by Jacques Cavallier. 104 Gelso (Mulberry) has Sophie Labbé as the nose, while Alberto Morillas is behind 27 Abete Bianco (Silver Fir). Nathalie Lorson is the creator of 7 Sandalo (Sandalwood), 14 Angelica and 21 Gelsomino (Jasmine). Oliver Cresp has developed 12 Fresia (Freesia), 23 Neroli, 25 Fiore d'Arancio (Orange Blossom) and 306 Salvia Bianca. Aurélien Guichard is the nose for 304 Vaniglia (Vanilla) as well as for 34 Ylang Ylang. Emilie Copperman realized 305 Mentha Aquatica (Water Mint); Veronique Nyberg is the Perfumer behind 312 Petitgrain and 16 Oud was created by Luca Maffei.

# LABSOLUE

PERFUME LABORATORY



## LabSolue: The Essences

Made to be Free and Enjoyed

*Essences that are Naturally Free of Rules*



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# LABSOLUE

PERFUME LABORATORY



## LabSolue: The Essences

Made to be Free and Enjoyed



*marvin*



PERFUME LABORATORY



## LabSolue: The Eaux de Parfum

The collection of personal fragrances

**PERFUME IS WHAT REMAINS WHEN EVERYTHING ELSE PASSES AWAY:  
LABSOLUE'S EAUX DE PARFUM TO ACCOMPANY YOU THROUGHOUT THE JOURNEY OF LIFE.**

LabSolue Essences as Eaux de Parfum, are personal perfumes to accompany each person throughout the journey of life, day and night, body and soul. The Eaux de Parfum's are not simple accessories or style details, but rather forms of art. The perfumes serve as ways of expression and a way to uplift. There is nothing better to suggest an emotion, evoke a memory, underline a presence, anticipate an arrival and prolong a departure. After all, perfume is what remains when everything else passes away.

The deep family roots continue throughout the collection of perfume. Three generations of perfume creators influence the tradition and heritage of the lines. The Master Perfumers have creative freedom and LabSolue walks hand in hand with them when generating a new perfume.

Wood and Resins Essences, reminiscent of the tree of family roots; Flowers to draw you in and Fruits and Aromatics for the surprising scents that combine the Mediterranean with the earthy.

### THE DETAILS - AND THE ATTENTION TO DETAILS:

LabSolue Eaux de Parfum comes as Natural Spray in size 120 ml and a portable 20 ml.

They are enclosed in transparent glass bottles with a contemporary, elegantly minimal design - inspired by the original design of Marvin perfume bottles - designed and built to last over time, refillable and recyclable.

They come in four different glass colors according to the olfactive family of the Essence contained: green for Fruits and Aromatics, transparent for Flowers, amber for Woods and blue for Resins. All rigorously silk-screened on the back.

With an easy to screw and unscrew metallic pump, which makes the process of recharging, reuse and recycling possible and simple.

The cap is made from a high-quality recyclable metal alloy. It is made in Italy and has an engraving on the top with the historical Marvin brand symbol: a tiny alembic with the letter m. A detail that is a tribute to the origins and to the family history.

The final touch is a refined textured paper label, where there is a prevalence of ivory white with black texts, made with old artisan plates featuring heat-embossed decorations - in gold for Fruits, Aromatics and Resins, pink gold for Flowers and bronze for Woods.

LabSolue Eaux de Parfum also features a traditional amber-glass Dropper, in size 15 ml. A tribute to the old pharmacy Marvin.

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120 ml



20 ml



15 ml

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## LabSolue: The Eaux de Parfum

The collection of personal fragrances



*Fruits and Aromatics*



*Flowers*

*marvin*

# LABSOLUE

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## LabSolue: The Eaux de Parfum

The collection of personal fragrances



*Woods*



*Resins*

*marvin*



PERFUME LABORATORY



## LabSolue: The Home Perfumes

The collection of home fragrance diffusers

**LABSOLUE HOME PERFUMES HAVE A CHARACTERISTIC DESIGN INSPIRED  
BY THE HISTORICAL MARVIN BRAND APOTHECARY JARS**

LabSolue Essences as Home Perfumes, to set – and scent – the scene with timeless elegance and olfactive style, welcoming you as you enter wherever you call home. The Essences are inspired by Fruits, Flowers, and Woods to create evocative moods and exhilarating sensations. There is an intricate fusion of nature and the art of perfume making that comes together.

LabSolue Home Perfumes have a characteristic design inspired by the historical Marvin brand apothecary jars: 100 ml, 250 ml, 500 ml and 1 L amber-glass diffuser with reeds. This is reminiscent of the elements of the old pharmacy with amber-glass bottles and ceramic jars. They can be closed by using the amber-glass cap. All rigorously silk-screened on the back.

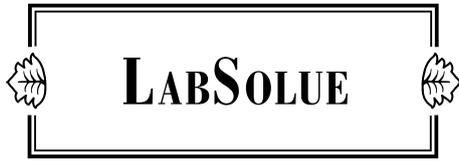
The final touch is a refined textured paper label, where there is a prevalence of ivory white with black texts, made with old artisan plates featuring heat-embossed decorations - in gold for Fruits, Aromatics and Resins, pink gold for Flowers and bronze for Woods.

Each LabSolue Home Perfume is designed to last, endlessly refillable, reusable and recyclable. To fully promote the brands re-fill mantra, it comes as a empty glass diffuser with glass cap together with a glass refill filled with Essence and a set of reeds made of natural untreated rattan.

The Home Perfumes are developed in order to enjoy the scents when one is at home, as well as you would while away.

LabSolue Home Perfumes play an integral role at Magna Pars, the first Hotel à Parfum in the world where the artistic Perfumery Laboratory of the brand is based in Milan. The scents throughout the hotel are made possible by the Home Perfumes LabSolue. Magna Pars serves as the ultimate inspiration as to what one's home can become.

Nature's finest ingredients are used throughout the collection with the extraction of raw, essential oils that are rich and noble, obtained by the extraction with volatile solvents, from the alcohol treatment of concretes – *Absolue*.



PERFUME LABORATORY



## LabSolue: The Home Perfumes

The collection of home fragrance diffusers



**LABSOLUE**

PERFUME LABORATORY



**LabSolue: The Home Perfumes**

The collection of home fragrance diffusers



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# LABSOLUE

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## LabSolue: The Home Perfumes

The collection of home fragrance diffusers



100 ml

250 ml

500 ml

1 L

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*Home Perfumes play an integral role at Magna Pars  
the first Hotel à Parfum in the world*



*marvin*



PERFUME LABORATORY



## LabSolue: The Refills

The collection of home perfume refills and the refill service offered in the Laboratories

**LABSOLUE PERFUME LABORATORY IN MILAN AND IN ROME:  
LABSOLUE PERFUME BOTTLES ARE ENDLESSLY REFILLABLE**

All LabSolue perfumes are designed to be endlessly refillable.

Fragrance lovers can visit LabSolue Perfume Laboratory in Milan and in Rome to request the refill service in-store for any of their LabSolue Eaux de Parfum bottles, while they can purchase both in-store and on-line their favorite Essence to refill their LabSolue Home Perfume diffuser bottle conveniently at home - time and time again.

LabSolue Home Perfume Refills come in a 500 ml amber-glass bottle with screw a cap.

The bottles are designed to be easily refillable as LabSolue is committed to enhancing the environment, whilst minimizing the effect that our packaging and containers have. The clean, pure and raw material sourcing would lose its relevance without sustainable options such as refilling.



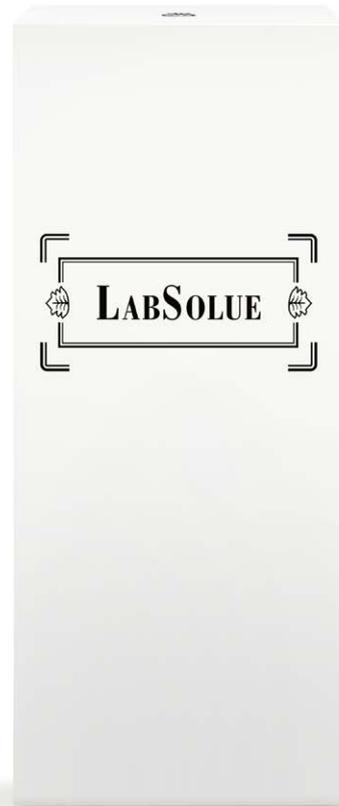
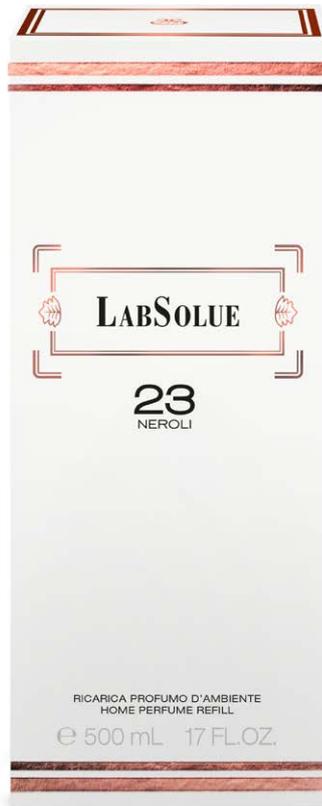


PERFUME LABORATORY



## LabSolue: The Refills

The collection of home perfume refills and the refill service offered in the Laboratories





PERFUME LABORATORY



## LabSolue: The Artisanal Candles

The collection of hand-made scented candles

**LABSOLUE SCENTED CANDLES ARE A PRODUCT OF ITALIAN CRAFTSMANSHIP.  
IT IS MANUFACTURED EXCLUSIVELY AND HAND-CRAFTED IN ITALY.**

LabSolue Essences as Scented Candles, to light up and scent the scene with simple beauty and olfactive style, delighting perfume lovers by candlelight. The candle collection remains true to the ethos of LabSolue and always places nature and the elegance of raw materials at the forefront.

A selection of LabSolue Essences exists as 200 g and soon also 85 g candles.

LabSolue Scented Candles are a product of Italian craftsmanship. They are manufactured exclusively and hand-crafted in Italy. Each candle requires meticulous work to balance the perfume concentrate with a high concentration of natural essences, blend of waxes, shape and size of glass container, diameter and weaving of cotton wick. All to ensure exceptional olfactory qualities and optimal burning.

Each candle container is made of glass in Italy, designed to last, reusable and recyclable. It comes in different colors according to the olfactive family of the Essence. Green is used for Fruits and Aromatics, while a transparent container is reserved for Flowers, and amber for Woods. The Resin candles are encapsulated in a blue glass container. All rigorously silk-screened on the back.

The wax is hand-poured in Italy and does not contain any artificial colorants, its color is exclusively due to the natural ingredients of the essence. The wick is made of pure and untreated cotton braids, free from metal core.

Small imperfections, such as any irregularities in the surface or parts of contact between wax and container, differences or alterations in color and dots, are not attributable to a manufacturing defect but to the high concentration of natural essences and the particularity of non-industrial materials and manual processing. They constitute a specific intrinsic characteristic of Italian craftsmanship.

The final touch is a refined textured paper label, where there is a prevalence of ivory white with black texts, made with old artisan plates featuring heat-embossed decorations - in gold for Fruits, Aromatics and Resins, pink gold for Flowers and bronze for Woods.

Of the sixty-eight LabSolue Essences, twelve currently exist as Candles. The Fruits and Aromatics candles are 103 Mirto (Myrtle), 202 Fico (Fig) 204 Nespolo (Medlar) and 314 Cedro (Cedar Fruit). 15 Lavanda (Lavender), 23 Neroli, 24 Zagara and 26 Frangipani are the Flower-scented candles while Woods offers 7 Sandalo (Sandalwood), 16 Oud, 19 Legno Di Guaiaco (Guaiacwood) and 27 Abete Bianco (Silver Fir) in candle format as well.

# LABSOLUE

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LABSOLUE		
FRUITS AND AROMATICS	FLOWERS	WOODS AND RESINS
103 MIRTO (Myrtle) 202 FICO (Fig) 204 NESPOLO (Medlar) 314 CEDRO (Cedar Fruit)	15 LAVANDA (Lavender) 23 NEROLI 24 ZAGARA 26 FRANGIPANI (Frangipane)	7 SANDALO (Sandalwood) 16 OUD 19 LEGNO DI GUAIAICO (Gaiac Wood) 27 ABETE BIANCO (Silver Fir)



200 g



85 g\*

\*will also be available in the 85 g format from 2024

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# LABSOLUE

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## LabSolue: The Artisanal Candles

The collection of hand-made scented candles



*Fruits and Aromatics*



*Flowers*

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PERFUME LABORATORY



## LabSolue: The Artisanal Candles

The collection of hand-made scented candles

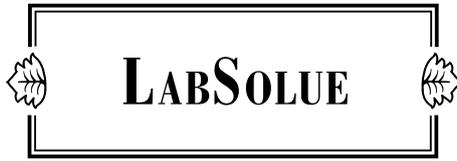


*Woods*



*Resins*

*marvin*



PERFUME LABORATORY



# LabSolue: The Artisanal Candles

The collection of hand-made scented candles



### LABSOLUE CANDLE The product of Italian craftsmanship

The manufacture of this candle is exclusively hand-crafted in Italy.

Fine, rare or precious, our raw materials are selected with care and expertise. Each LabSolue candle requires meticulous work to balance perfume concentrate, blend of waxes, shape and size of glass container, diameter and weaving of cotton wick. All to ensure exceptional olfactory qualities and optimal burning.

Small imperfections, such as any irregularities in the surface or parts of contact between wax and container, differences or alterations in color and dots, are not attributable to a manufacturing defect but to the high concentration of natural essences and the particularity of non-industrial materials and manual processing. They constitute a specific intrinsic characteristic of the product and testify to its special craftsmanship.

labsolueperfume.com



### SUGGESTIONS FOR USE

#### Using your candle

In order to get the most out of your candle, place it on a flat, non-reflective surface and leave the burner for 20-30 minutes at a time, until the entire surface melts. This will prevent the candle from becoming hollow. Leave on burner for more than 4 hours at a time, unsupervised and never in a room where you have to still sleep. Be sure to place the candle on a stable, open, dry, level surface with a smooth surface. Never place the candle out of reach of children and pets and away from curtains or other objects.

#### Taking care of the wick

Regularly trim the wick at ideal length of 1 cm. To avoid the emission of smoke and the wick falling into the wax. After use, when the wax is still molten, if needed gently reposition the wick to ensure uniform consumption of the wax and that glass does not overheat. Wick and flame should not touch the container.

#### Re-using your candle

Do not burn the candle all the way down: a candle is finished and should not be re-used. Stop it 1/2 cm of non-molten wax remain at the bottom. This is when its final use begins: the deep container can be cleaned and re-used with your breaks or ground into smaller candle holder...





PERFUME LABORATORY



## Hand Cleansing Line

LabSolue 15 Lavanda

**INFUSED WITH LAVENDER ESSENCE – LAVENDER FROM THE LATIN: TO WASH, CLEAN, PURIFY - AND ENRICHED WITH A BLEND OF NATURAL INGREDIENTS, THE FORMULATIONS ARE DESIGNED TO CLEANSSE HANDS LEAVING THEM BEAUTIFULLY HYDRATED AND PERFUMED**

Timeless and an all-time favourite, the Essence LabSolue 15 Lavanda (Lavender) - transports the senses to the endless waves of sun-kissed Lavender fields, to summer's first bloom with their elegant blue color and enchanting aroma – and gives life to LabSolue Hand Cleansing Line.

Revered for its regenerating qualities since antiquity, Lavender's name originates from the Latin verb lavare: to wash, to clean, to purify. Lavender owes its name to the Romans, who used it in bath water. Over the centuries it has also been used in perfumery and cosmetics for its beneficial effects on the skin. The plant extract contains tannins, flavonoids, caffeic acid derivatives; the essential oil is indicated both as a natural antiseptic and as a soothing and calming agent.

Infused with Essence of pure Barreme Purple Lavender, combined with fresh notes of Nutmeg and refined Vetiver Haiti and enriched with a harmony of natural ingredients, the formulations are made to comfort the hands, leave the skin feeling scented and the mind at peace.

### THE LABSOLUE 15 LAVANDA HAND CLEANSING LINE CONSISTS OF:

#### HAND CLEANSING GEL

cleansing, purifying, comforting; this iconic no-rinse hydroalcoholic cleansing gel freshens and sanitizes the hands, while leaving the skin hydrated, soft and delicately scented. Made of 80% pure Ethyl Alcohol grain-derived exclusively from European sources that kills germs and bacteria, pure Barreme Purple Lavender Essential Oil that purifies and regenerates and enriched with Glycerin and Vitamine E that moisturize without a sticky feel. It comes in a 480 ml amber-glass bottle with a screw pump, a 200 ml amber-plastic bottle with screw pump, and a portable 75 ml amber-plastic bottle with screw cap.

#### LIQUID HAND SOAP

gentle, soothing, repairing; this liquid soap gently cleanses and purifies the hands, providing relief and restoring their soft feel, leaving the skin healthy, balanced and scented. The products are vegan and honor LabSolue's promise towards nature and humans. It comes in a 200 ml amber-plastic bottle with a screw pump.

LabSolue respects the use of natural ingredients, their richness, and their genuine qualities. All Hand Cleansing Line formulas are vegan, based on ingredients of natural origin and sustainable, are not tested on animals and have undergone rigorous dermatological controls. The products are formulated without ingredients that are potentially harmful to human health and the environment and without mineral oils, petrolates, aluminum and its salts, ingredients of animal origin, parabens, cyclic silicones, SLS, TEA/DEA. Our choice as Perfumer brand: our formulas contain signature fragrances which are an important part of the sensory experience offered by our bath, body and hand products.

The packaging is inspired by the historical and iconic Marvin bottle with the cap engraved with the brand symbol: a tiny alembic with the letter m. Each product comes in a safe and easy to handle or carry packaging, which is made from a plastic bottle with screw cap or pump. Both the bottle and cap are made in Italy from recycled plastic and can also be recycled again after the product has been depleted.

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PERFUME LABORATORY



## Hand Cleansing Line

LabSolve 15 Lavanda



75 ml



200 ml



480 ml



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## The Gifting Experience

Simple Beauty as Precious Gift

### LabSolue Cases: Iconic and Eco-Friendly

Each LabSolue product is presented in an elegant ivory white paper box wrapped with a textured paper sleeve featuring heat-embossed decorations - gold for Fruits, Aromatics and Resins, pink gold for Flowers and bronze for Woods. On the top of the box there is always a tiny alembic with the letter 'm', the historical Marvin brand symbol.

LabSolue is committed to sustainable practices. Each box, including the outer and the inner parts, is completely made of paper - ensuring for safe and proficient recycling. For this same reason, we have decided not to protect it with cellophane. All our carton packaging is certified by the Forest Stewardship Council (FSC), to assure that it comes from forests that are responsibly managed. This is in order to meet the social, economic and ecological needs of the present and future generations.



### Complimentary Gift Wrap

In our Perfume Laboratories we offer a complimentary gift wrap: we tie each box with a glossy satin ribbon - colored in gold for Fruits, Aromatics and Resins, pink for Flowers and bronze for Woods - and complete it with our signature customizable paper tag, on which a personal message can be written to customize the gift.



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PERFUME LABORATORY



## The Gifting Experience

Simple Beauty as Precious Gift



## A Gift From Us

For every Eau de Parfum and Home Perfume purchased, we offer a complimentary LabSolué scented sample, to be selected among our twenty best sellers. A small treat for perfume lovers with a curious nose. Each LabSolué candle comes with complimentary LabSolué matches box. A little thought to delight perfume lovers by candlelight.



*marvin*



PERFUME LABORATORY



## The Gifting Experience

Simple Beauty as Precious Gift

### The Discovery Kit

For those looking for their own Essence, LabSolve has created the Discovery Kit- an elegant small box to customize with four 15 ml Dropper Eaux de Parfum to be selected among all sixty-eight, conceived to make the experience of exploring the Fruity, Floral, and Woody Essences more exclusive.



### The Gift Certificate

Through Gift Certificates, one can gift a personal Olfactive Journey in the Perfume Laboratory's world of fragrances in search of the favorite Essence, looking in one's olfactory memory that particular scent or that personal memory, making it its own.



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PERFUME LABORATORY

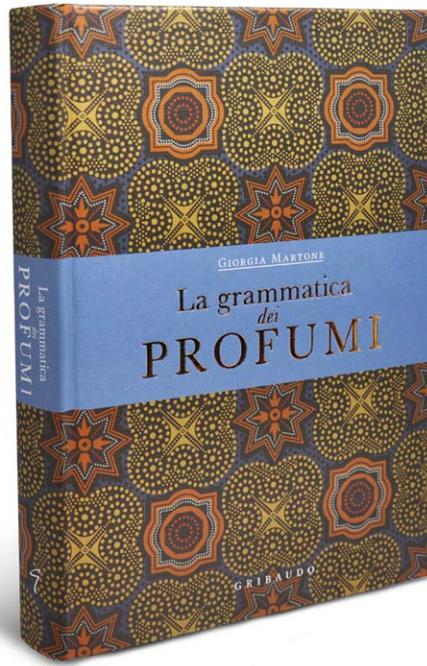


# The Gifting Experience

Simple Beauty as Precious Gift

## La Grammatica dei Profumi Book

Elegant velvet-upholstered chairs are the final touch to the magical atmosphere of LabSolué. While waiting for the chosen Essence to be prepared, the perfume lover can enjoy and purchase one of the books from the small private library with volumes on the art of perfumes, including Giorgia Martone's latest publication "La Grammatica dei Profumi", today in its fifth edition, with emotion and pride for the whole family.



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# LABSOLUE

## PERFUME LABORATORY



### The Family

#### Vincenzo Martone



## Ricordo del Dott. Vincenzo Martone



*« E forse gli Dei richiamano prematuramente a sé alcuni dei più eletti, non solo per attirare la nostra attenzione sulla esemplarità della loro vita, quanto per ricordarci, attraverso il dolore cagionato dalla loro improvvisa scomparsa, che noi viviamo in terra come gli attori di un dramma, breve o lungo a seconda di una volontà trascendente che non appartiene a noi, ma soltanto al Poeta divino che l'ha scritto ».*

Questo frammento tratto dai colloqui di Epitteto mi sembra quanto mai pertinente a proposito della inattesa perdita di un collega così fervidamente attivo e così poliedricamente valido quale il Dott. Martone, giovane sino all'ultimo, intriso come pochi di una profonda coscienza professionale, tutto profuso verso un potenziamento sempre più dilatato delle sue iniziative e del suo lavoro.

Ancora pochi giorni prima di essere ricoverato in clinica, lo ricordo all'opera in riunioni all'Aschimici, nella sua qualità di Vicepresidente del gruppo cosmetici. E non mi posso persuadere che egli ci abbia lasciati, lui che era sempre il primo ad essere presente, ad offrirci quando occorreva la sua collaborazione, a lottare sul filo della dimensione sociale, molto spesso a scapito del suo interesse personale.

Ed è proprio perchè la sua vita fu sempre tenuta alta, in un clima d'entusiasmo e di pienezza deditiva, che la sua scomparsa deter-

mina una più intensa caduta di potenziale emotivo, che si tramuta per chi lo aveva caro in un senso di amara solitudine.

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Il Dott. Vincenzo Martone era nato a Firenze nel 1913. Si laureò in chimica presso l'Università di Pisa nel 1938 ed in farmacia presso l'Università di Pavia nel 1943.

Dopo avere prestato la sua opera di chimico e di ricercatore presso la Soc. Nestlé italiana sino al 1943, fondò successivamente la Marvin Divisione I Farmaceutica, creando il nome dalle prime tre lettere del suo cognome e dalle prime tre del suo nome. L'affermazione della Ditta portò alla dilatazione della sua attività con la creazione della Marvin Divisione II Cosmetica. Per primo espresse il concetto, in questo settore, della « presenza medica nei Laboratori di preparazione cosmetica » e chiamò a collaborare in questo senso il Prof. Crosti ed il Prof. Foa, dell'Università di Milano.

Fu un fedele ed appassionato sostenitore della « cosmesi integrale », conseguendo per la sua Ditta nel 1966 l'Oscar al merito della ricerca cosmetologica, per l'impiego dei precursori degli acidi nucleici in cosmetologia. Nel 1969 conseguì il secondo Oscar per l'impiego dei precursori di mucopolisaccaridi nella crema idratante « Hydratissima ».

Per l'accuratezza e l'originalità delle confezioni furono assegnati alla sua Ditta (1965) anche l'Oscar della confezione e l'Oscar della presentazione.

Il Dott. Martone, che rappresentò più volte l'Aschimici a riunioni per il MEC e della CEE, fondò anche una Scuola per la formazione di estetiste e si mise sempre con estrema cordialità a disposizione di altre Scuole per far visitare la sua Ditta ed i suoi Laboratori. Lo ricordiamo nel luglio scorso, seduto tra le allieve estetiche della Scuola Cidesco di Lugano, mentre esponeva i suoi concetti sulla legislazione estetica in via di elaborazione legislativa.

Egli è mancato in Milano, il 17 settembre 1973, all'età di soli sessant'anni.

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Nel settore cosmetologico, il Dott. Martone fu sempre uno strenuo e convinto assertore della cosmesi funzionale, controllata e validizzata da misurazioni cutanee e dal metodo sperimentale. Era un raccoglitore instancabile, in questo campo, di notizie e di documentazioni tratte dalle riviste di tutto il mondo. Ma quello che mi stupiva sempre era il suo empito di vita, il suo continuo desiderio della ricerca, il suo trasporre nel suo lavoro come sotto l'azione di un prodigioso vitageno.

Ed ora, più nulla. Non risentirò più la sua voce, quasi ogni giorno, al telefono; né mi parlerà più del suo figliolo carissimo, Dott. Roberto, che gli succede alla Marvin; né mi dirà le sue vittorie commerciali (La Marvin aveva iniziato ad esportare attraverso sue filiali in Francia, in USA, in Germania, in Gran Bretagna), né le sue progettazioni tecniche per nuove linee funzionali. Egli ora è lontano, sereno, irraggiungibile. Ma, nel contempo, rivive con noi attraverso le sue opere, la sua memoria, una seconda vita decantata da ogni concretezza materiale, tutta sul piano di una memore spiritualità venata di rimpianto e di malinconia. Perchè il modo migliore di ricordare l'amico perduto è proprio il sentirsi in sua compagnia dentro di noi, sentirlo vivo come un tempo, parlargli delle cose che insieme amavamo e questo nel corso del tempo che ancora ci resta, sino a quando, secondo il *samsara*, potremo anche noi raggiungerlo e parlargli e rindare sorridendo, nei regni di Persefone, la nostra vicenda terrena.

Paolo Rovesti

Les Deuxièmes Journées de Cosmétique de Nantes auront lieu les 13 et 14 mars 1974 à l'U.E.R. des Sciences Pharmaceutiques - 1, rue Gaston Veil. Le thème choisi pour cette manifestation à audience européenne sera:

**INTÉRÊT DES PRODUITS COSMÉTIQUES,  
COMMENT PROUVER LEUR ACTIVITÉ ET LEUR INNOCUITÉ**

Pour tout renseignement et d'ores et déjà inscription, s'adresser au:

Laboratoire de Cosmétique  
Prof. Y. DE ROECK-HOLTZHAUER  
U.E.R. des Sciences Pharmaceutiques  
1, rue G. Veil - 44000 NANTES

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RIVISTA ITALIANA ESSENZE - PROFUMI - PIANTE OFFICINALI

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## The Family

Roberto Martone



Roberto Martone was born in Milan on February 28, 1947.

After graduating with a degree in Pharmacy, he immediately began working in his family's pharmaceutical industry.

Roberto inherited his father's passion for industry and entrepreneurial intuition, which led him to establish ICR Industrie Cosmetiche Riunite in 1975 with the ambitious goal of creating lines of deluxe Italian perfumes for prestigious Italian fashion designers. Thus, Renato Balestra perfumes were born and followed a few years later by the Trussardi fragrances that determined an authentic turning point in the Italian perfumery market due to their worldwide success, thanks to the extraordinary quality of the products with innovative packaging and modern bouquets.

In 1988 Roberto Martone signed a joint-venture agreement with Gianni Versace for the worldwide license of fragrances and cosmetics, founding Versace Profumi, which was later sold in 2004.

In 1991 the subsidiary Pardis GmbH was opened in Munich for the direct management of the German and Austrian markets. To facilitate the continuous growth of the company, a new project was launched in 2002 that separated industrial and distribution activities. Roberto Martone established ITF, an acronym for Italian Fragrances, with the mission of managing licenses with designers such as Blumarine, Cavalli, Dsquared2, Gianfranco Ferré and Trussardi.

When ITF was sold to the Angelini pharmaceutical group in 2013, the company changed its name to Angelini Beauty. Today ICR confirms its industrial and logistics mission through its R&D laboratories and the production, packaging and shipping of perfumes and cosmetics on an international level. It is one of the most important Italian companies in the sector and produces products, through exclusive worldwide rights, for prestigious brands such as Bulgari, Salvatore Ferragamo, and Emanuel Ungaro and for all Angelini Beauty brands, including Blumarine, Dsquared2, Gianfranco Ferré, Trussardi and Laura Biagiotti.

Today the ICR headquarters and plant in Lodi covers a surface area of 52,000 square meters, employs more than 600 people, and produces 85 million units per year.

Roberto Martone's entrepreneurial activities also include the congress sector with the Magna Pars multi-purpose complex designed and built in the former ICR factory on Via Tortona in Milan. In this area dedicated to fashion and design and adjacent to Magna Pars on Via Forcella, he also launched a new project: the Magna Pars Suites Milano five-star hotel with 39 suites, restaurant, wine bar, roof terrace and garage.

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## The Family

Giorgia Martone



A visionary and nonconformist entrepreneur, a creative and tenacious soul, a lover of beauty and art, a proud and kind spirit, a generous and loyal friend who left us too soon.

She inherits from her father and grandfather the passion for perfume that she combines with the expertise of a degree with full marks in Business Administration at Bocconi University in Milan and with the experience of working alongside famous Noses in international perfumery in New York.

There she joins ITF USA, the American branch of selective fragrance distribution owned by the family company ICR Industrie Cosmetiche Riunite. She returns to Italy to work alongside her father Roberto in the headquarters as Marketing Director, taking care of the creation of perfumes of the famous Italian licensed brands. Her exceptional talent for olfactory development and her distinctive ability to connect with the designers lead her to develop successes for Dsquared2 - He Wood, She Wood, Potion, Wild, Want - Trussardi - Uomo, Donna, My Land, My Name, My Way - Blumarine - Bellissima, Innamorata, Blugirl, Anna, Ninfea - Ferrè - In the mood for love - Pomellato - Nudo, 67. Ferragamo Parfums entrusts her with the olfactory creation of the Ferragamo launches, Signature Man, Urban Feel Man, Signorina Ribelle, Amo Flowerful, Tuscan Creations Gentil Suono. The understanding, esteem and friendship with the most talented Noses, perfume creators, in the world from Maurice Roucel to Daphne Bugey, Sophie Labbé and Aurélien Guichard characterize her career.

Thanks to her intuition, she defines the original positioning of Magna Pars, the Hotel à Parfum, the first Parfum Hotel in the world, located in Milan in the original family perfume factory. There, together with her beloved sister Ambra, she founds LabSolue: the artistic and artisanal perfumery laboratory, a collection of precious perfumes inspired by the Italian territory, its flowering, woody, fruity and aromatic shrubs, where Marvin, the historic cosmetic brand founded in 1945 by grandfather Vincenzo, is celebrated and Aqua Adornationis, a tribute to the roots and family history, is born. A place where to get intoxicated with emotions browsing through ingredients and essential oils, where to select ones favorite Essence enclosed in an eau de parfum, a home perfume, a handmade candle. With the same passion and intensity she opens LabSolue in Rome and creates special collaborations for the expansion in prestigious realities around the world.

Her creativity knows no bounds: she travels, photographs, paints, reads and writes ideas, suggestions and projects. In 2019 her book "La Grammatica dei Profumi" is released for Gribaudo, becoming a reference in the perfume sector that came to its fifth edition.

### DEDICATIONS:

Mudec, the Museum of Cultures has dedicated to her the photographic exhibition of Tina Modotti.

Accademia del Profumo has established an annual scholarship in her memory.

NEZ has dedicated to her the book "Il Grande Libro dei Profumi" published by Gribaudo.

About Giorgia have written important newspapers and magazines such as Il Corriere della Sera, La Repubblica, Il Giornale, Vogue, Marie Claire, L'Espresso.

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## The Family

Ambra Martone



Ambra Martone, third generation of the Martone family, is at the helm of ICR Industrie Cosmetiche Riunite, a leading company in the development, production and logistics of selective fragrances and cosmetics.

Love for perfume is part of Ambra's heritage. After graduating with honors in Economics from Bocconi University in Milan, she moved to Firmenich New York, where between 2005 and 2008 she received olfactive training and assisted famous Noses in the fragrance creation process for major American brands. She expanded her knowledge in the perfumery sector at Procter & Gamble Geneva headquarters where for 5 years she managed the marketing of Dolce&Gabbana and Hugo Boss fragrance licenses.

Since 2014 Ambra has worked alongside her father Roberto, running ICR, managing a broad portfolio of luxury and lifestyle brands such as Anna Sui, Acqua di Parma, Blumarine, Bulgari, Collistar, Dolce&Gabbana, DKNY, Dr.Vranjes, Elie Saab, Emanuel Ungaro, Gianfranco Ferré, Intimissimi, Laura Biagiotti, OVS, Philipp Plein, Salvatore Ferragamo, Trussardi and collaborating with strategic international partners such as Angelini Beauty, Interparfums, LVMH. Today ICR is the number 1 company in Italy for third party production in the selective perfumery sector. It employs nearly 500 operators and produces over 85 million units per year.

With her beloved sister Giorgia, on the origins of Marvin the historic family cosmetic brand founded in 1945 by grandfather Vincenzo, she established the artistic and artisanal perfumery brand LabSolue, giving life to the exclusive Perfume Laboratory, a place where to breath history and creativity and discover the art of perfume made in Italy, with hundreds of creations inspired by the Italian territory.

She is also responsible for the communication strategy and marketing plans for the family owned five-star hotel Magna Pars, the first and only Hotel à Parfum™ in the world, built on the premises of the former perfume factory, affiliated to the Small Luxury Hotel of The World, the resident Magna Pars Art Gallery and the internal Italian restaurant Da Noi In.

Since 2015 she is member of the board of Cosmetica Italia, the National Association of Cosmetic Companies, with proxy for developing the relationship with the consumer world and increasing the reputation of the Italian cosmetic industry and its products among the consumers and their associations, and became Vice-President in 2023.

Since July 2019 Ambra is President of Accademia del Profumo, leading the Italian fragrance foundation grouping together and representing the whole Italian perfume supply chain with the mission to enhance perfume as an essential element of well-being, to promote its creativity, to increase its culture and to further develop its diffusion in Italy.

Her energies are not exhausted in the professional sphere: mother of three children combines love for her family with a passion for the land. She shares with her husband the care of Argentaia estate, a former medieval convent rebuilt with ancient techniques and materials in Magliano in Toscana, between the hills and the sea of the Argentario, where they produce wine and oil of the highest quality and offer one of a kind exclusive hospitality.

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