

# HOME FRAGRANCES CATALOG

**MYF**  
MY FRAGRANCES  
MILANO



MYF  
MY FRAGRANCES  
MILANO

home diffuser

MADE IN ITALY  
16.91 fl.oz. 500 ml e

MYF  
LAVENDER  
& CAMOMILE  
home diffuser

LAVENDER  
& CAMOMILE





# OUR STORY

My Fragrances brand was born in 2011, with the goal of establishing itself as leader in the sector of home fragrances and biological cosmetic products.

**The choice to rely on the best experts perfumers**, the attention to every detail and the highly innovative momentum, have allowed the company to grow steadily. From that first step, MyFragrances has been gradually establishing itself on the international territory, not only by becoming an icon of style, but by retaining customers who decide they no longer want to give up **the intrinsic quality of the product**.

**A proud Italian brand**, whose strong credibility is based on the quality of the ingredients, attention to every detail and consolidated experience. Worship of well-being, excellence, artisan traditions and maximum attention to detail are the foundations of MyFragrances.

**Every products' aspects are designed internally** from formulation to design, from graphics to packaging; everything at MyFragrances is thoroughly thought down to the smallest detail. Continuously projected towards ambitious and highly qualitative projects and collaborations, we have always supported the four strong elements of our brand: **quality, design, eco-sustainability and made in Italy**.

Inspiration, research and passion guide us to the continuous development of new formulas that guarantee respect for the environment and regulations. Attention to formulations and the choice of raw elite materials is a crucial for us. MYF has made this philosophy a real mission, leading the customer to embark on a multisensory journey that crosses the world in all its nature. **The opportunity to embrace the world even without seeing it is the best we can offer our customers.**



# DISCOVER THE DETAILS OF A LONG AND THOUGHTFUL PROCESS

**Talking about us through perfume**, projecting our personality on the home environment and in every daily situation is an experience that allows us to express ourselves and create our own space. Our fragrances boast a long lifespan and a harmonious and persistent diffusion thanks to their precious formula. **The long and accurate maceration process** allows the fragrances to develop at their best: they are mixed and left to macerate for a long time, to achieve their level of excellence. Some of the fragrances come from the renowned **Grasse**, in France, others directly from Italy, and are selected exclusively for us by the most famous master perfumers.

**Italian elegance and style** can be recognized from the outside packaging to the diffuser. All front labels are made of yarn fabric. Each label is **applied by hand**, as the artisanal tradition requires. We are constantly developing and growing, in line with the most current trends to better meet the needs of each individual.

Our products are protected with crash proof protective boxes to better protect the product.

**My Fragrances meets the requirements for labeling under the REACH** (Registration, Evaluation, Authorization and Restriction of Chemicals) regulations.

Each fragrance is accompanied by SDS (Safety Card). The warning label, affixed to the back of the product, indicates the ingredients and their precautions to use, written in 12 languages





DISCOVER

# OLFACTORY NOTES

## THE EVOLUTION OF PARFUME

The perfume, historically born to please the Gods, has pervaded the history and culture of man for almost seven millennia. Maitre parfumeur, creator, composer, perfumer, there are many ways to define such a fascinating work. Known by most as the "nose", this mysterious character is the one who harmonizes the olfactory notes and transforms them into a perfume. A bit like a conductor.

**Notes are not ingredients, but olfactory aspects that we perceive.** The perfume changes, evolves by its very nature and does not remain the same. The transformation of a perfume follows an olfactory pyramid which is made up of three levels divided based on the volatility of the essential oils that compose the fragrance.

**The succession of a group of notes one after the other determines the temporal development of the perfume according to the olfactory pyramid:** the head notes are the first to be perceived but also the first to disappear, follow the heart notes and finally the background notes.

**The head notes** are the first that we can perceive since the molecules that compose them are small and light, they evaporate quickly and are recognizable and predominant in any fragrance. These notes represent the first impression we have of the perfume, an impression that derives from their ability to "initial attraction". We distinguish the top notes in: fresh, sweet, sharp.

**The heart notes** are the central notes of the olfactory pyramid and are stronger and more persistent. They emerge just before the top notes begin to dissolve. They represent the "heart", the central part of the fragrance, and are detectable halfway through the diffusion process of the perfume. The heart notes are often enveloping and with a much more delicate essence: we frequently encounter rose and lavender in this category.

**The background notes** of a fragrance are the undisputed protagonists of each perfume, to which they confer depth and richness. Formed by large and heavy molecules that evaporate slowly, the components of these notes are strong and persistent.

**It is at this stage of the evolution of the perfume that his personality emerges.**







Perfume is an art with a thousand applications, starting from the personal one to the one for the environment. **The olfactory memory is often associated to both time and space**, and to an odorous stimulus corresponds an emotional image. **This makes fragrances a powerful means of indirect communication.** The information coming from olfaction is elaborated by two cerebral areas: the limbic system (hippocampus and amygdala) which controls emotions, moods and instincts, and the thalamus, which, together with some areas of the frontal neocortex, is involved in the cognitive interpretation of the olfactory stimulus. Moreover, the limbic system and the limbic lobe participate to memorization processes - in particular the first one takes part to the mediation mechanism between memory, behavior and emotions. The evocative power of scent depends on this.

Perfume, which has always been an instrument of seduction, also becomes a commercial possibility through **olfactory marketing**. Characterizing their own spaces or objects with a particular fragrance, today even companies approach the world of fragrances, satisfying the need for uniqueness. Creating customer engagement by touching their emotional and evocative side means influencing their purchasing behavior, **increasing, for example, the time spent in the store** or imprinting the memory of a pleasant experience. More generally, it allows you to act positively on the morale of your customers and influence loyalty.



# CLASSICA

A home fragrance line is dedicated to the unmistakable **Italian style**, with a great balance of both proportions and versatility. **A collection with a classic, aristocratic appearance, which defines its time and style.** Elegant and refined, the collection gently enters every environment. **Proposed in 10 traditional fragrances that with their intensity and purity bring us back to ancient memories.** The selected fragrances range from citrus to floral, from chypre to oriental and from woody to musk, to meet the elegance of any environment giving it personality, harmony and a hint of natural well-being. The exceptional nature of the product is enhanced through a packaging that dresses it with “tailoring” care, exclusively.

**The bottle**, essential and elegant, with decidedly refined features, thanks to its simple and pleasantly rounded lines, presents a seductive, sweet and timeless silhouette.

**The label**, strictly in fabric and applied by hand, gives a touch of craftsmanship to the product.

**The lid**, handcrafted, is made of beech wood and left natural. **The metal ring** placed on the surface of the cap, in addition to being a decorative element, prevents the sticks from touching the wood and consequently from greasing it.

**The wicker sticks**, therefore, 100% natural, made from India cane (rattan cane), allow a harmonious diffusion of the fragrance. Finally, **the case is made with quality cardboard composed of pure virgin cellulose fibres**, directly coloured in the dough and “marked with felt”. An additional shockproof protective cardboard is added inside the case to protect the product. In conclusion, it is finished with a fabric ribbon that defines its fragrance, applied by hand. On the back of the bottle is the warning label containing the precautions written in 12 languages, the pictograms and the indication of the ingredients, all according to the provisions of the reference legislation.

**The spray and refill** are presented in a **recyclable PET bottle**. In order to limit the environmental impact, as it is not strictly necessary, we have chosen not to produce the boxes for these items.





# CLASSICA



Reed Diffuser 100ml

Home fragrances reed diffuser with sticks 100ml



Reed Diffuser 250ml

Home fragrances reed diffuser with sticks 250ml



Reed Diffuser 500ml

Home fragrances reed diffuser with sticks 500ml



Spray 150ml

Ambient Spray, with a simple and elegant line, ideal for any environment and any style.



Refill 500ml

Diffuser refill, with a simple and elegant line, ideal for any environment and any style.



Scented Candle

The candles are made of high quality wax, a blend of vegetable and mineral origin that guarantees the best diffusion.





Candles are as old as man himself. Light was a necessary item even for cavemen. Their history dates back to 5,000 BC. **The early Romans developed wick candles using papyrus dipped in beeswax.** As man progressed and developed into a more sophisticated being, a touch of finesse went into his accessories. So from the large flashlights that lit the entire cave, minimalism led to the creation of candles. A scented candle can create an environment of health and well-being. **Unlike incense, scented candles do not add smoke to the air.**

The candles are made from high quality wax, a blend of **plant and mineral origin** that ensures the best diffusion of fragrances with a **high concentration of essence, for a gradual and continuous release into the environment.**

The warm glow of a candle can illuminate even the darkest of days. Let yourself be carried away by its enchanting scent to create a space just for you and your well-being.

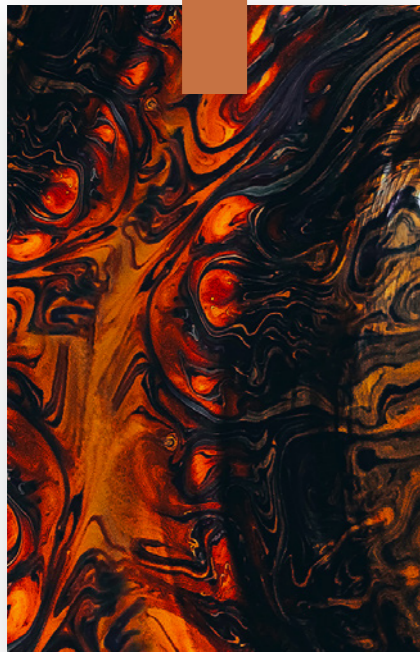
# SCENTED CANDLE



# OUR FRAGRANCES









## SANDALWOOD & ORANGE

A monk traveling in Asia rests in a garden of orange trees and jasmine. Sandalwood & Orange is an evocative fragrance, which recalls the East, the journey and the luxuriant nature.

**Family:** Citrus  
**Season:** Autumn  
**Place:** Living room, Offices, Entrance

### OLFACTORY NOTES:

 tangerine, Florida orange oil

 jasmine, orange blossom

 sandalwood, white musk




## WHITE POMEGRANATE

The floral accords embrace the fruity ones, a juicy and intoxicating fragrance, where the light and lively elder flowers are warmed by warm woods.

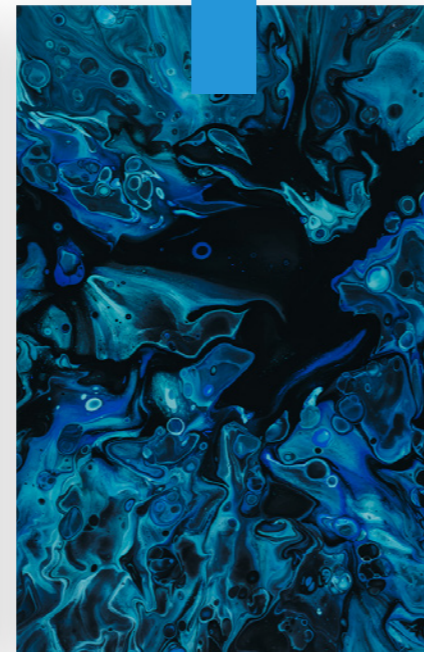
**Family:** Floral  
**Season:** Autumn, Winter  
**Place:** Living room, Bedroom

### OLFACTORY NOTES:

 pomegranate, sweet orange, apple

 rose, jasmine, elderflower

 warm woods





## EMOTION OF SEA


The sea breeze fills the air with an aromatic freshness. Emotion of Sea is a fresh and charismatic fragrance, born from the swell that leaves its traces like marine woods on the sand.

**Family:** Woody  
**Season:** All seasons  
**Place:** Bedroom, Bathroom, Spa

### OLFACTORY NOTES:

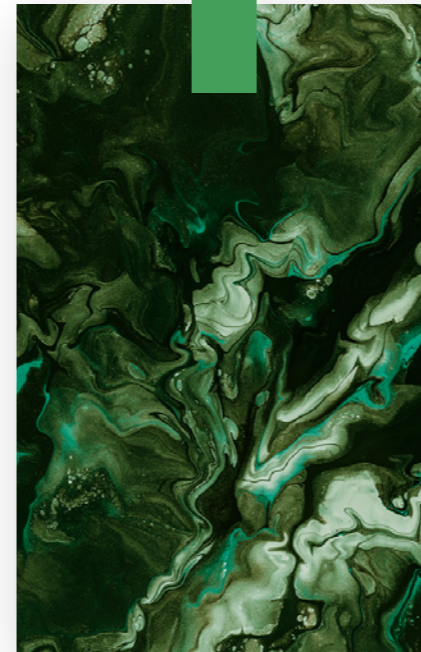
 bergamot, lemon, sea breeze

 jasmine of arabia, clary sage

 legni marini, fave di tonka, muschio bianco








## BAMBOO LEAVES


Freshness and lightness, a breeze gently moves the bamboo leaves in a Japanese garden. Bamboo Leaves is a vital and relaxing fragrance, which invites to meditation.

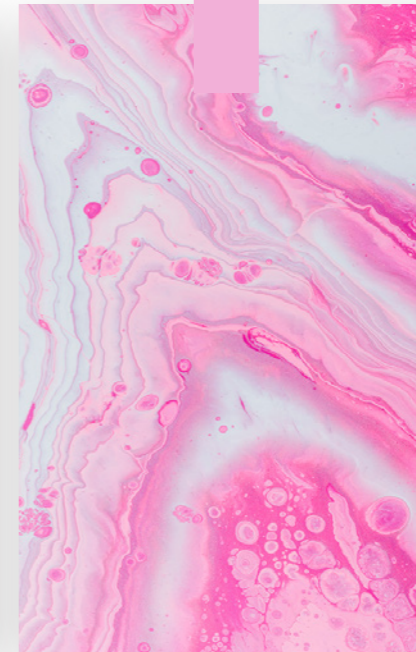
**Family:** Floral  
**Season:** Summer  
**Place:** Living Room, Entrance, Bathroom, Spa

### OLFACTORY NOTES:

 orange, green notes

 cloves, lilac

 bamboo leaves, green melon




## SWEET PEONIA

A pink peony that blooms as light as a cloud, kissed by lemon and surrounded by a forest of oak and cedar. Sweet Peony is a floral and unique fragrance, reminiscent of the first shy spring days.

**Family:** Floral  
**Season:** All seasons  
**Place:** Bathroom, Bedroom

### OLFACTORY NOTES:

 plum, Italian lemon oil

 peony, violet, lilac

 oak moss, cedar





## DEEP BLACK

A dark, clear night illuminated by golden stars covers a desert of warm, ambery sand. Deep Black is a fragrance with a floral heart, where magnolia emerges intense from the precious scent of ambergris.

**Family:** Oriental  
**Season:** All seasons  
**Place:** Bedroom, Entrance Hall, Shops, Hotel Lobby

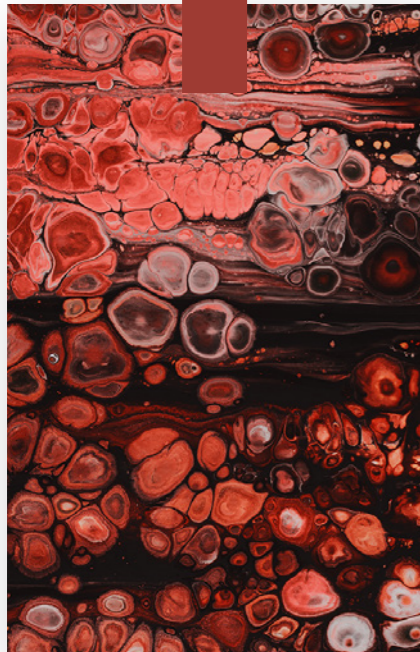
### OLFACTORY NOTES:

 green apple, lemon

 lavender, magnolia

 ambergris, tonka beans, sandalwood





## AROMATIC WOOD


The intoxicating scents of an oriental souk, the colorful spices, the sunset reflecting on amber. Aromatic Wood is a woody and decisive fragrance that intrigues with its exotic and aromatic notes.


**Family:** Woody

**Season:** Autumn, Winter

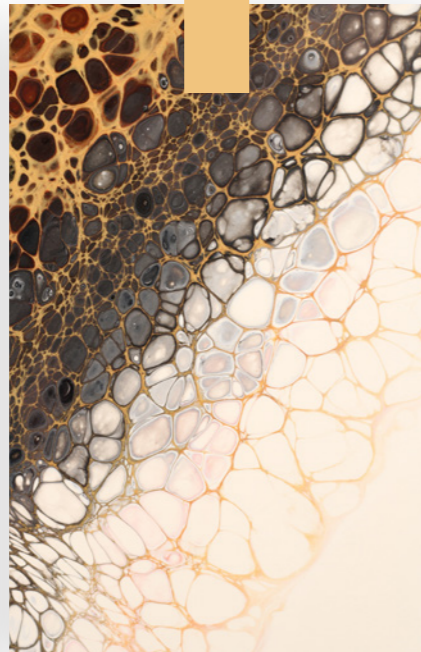
**Place:** Living room, Offices, Shops

### OLFACTORY NOTES:

 cinnamon, Indonesia nutmeg oil

 cloves, cardamom

 amber, patchouli oil



## PURE VANILLA


A freshly baked cake, the unmistakable aroma of vanilla combined with a lemon glaze. Pure Vanilla is a delicious fragrance, amber and sweet, reminiscent of the smells of old bakeries.


**Family:** Citrus

**Season:** All seasons

**Place:** Suitable for all environments

### OLFACTORY NOTES:

 bergamot, Italian lemon oil

 pink, peach, coconut

 vanilla, amber, caramel



## LAVENDER & CAMOMILE


A flowering field of lavender, Provence, dew bathing the aromatic musk. Lavender & Camomile is a fragrance reminiscent of late summer vacations, bright memories, running in the wild meadows.


**Family:** Fougere

**Season:** Spring

**Place:** Bedroom, Bathroom

### OLFACTORY NOTES:

 lemon oil from Argentina

 french lavender, chamomile

 vanilla, white musk

