

# VANILLA POWDER

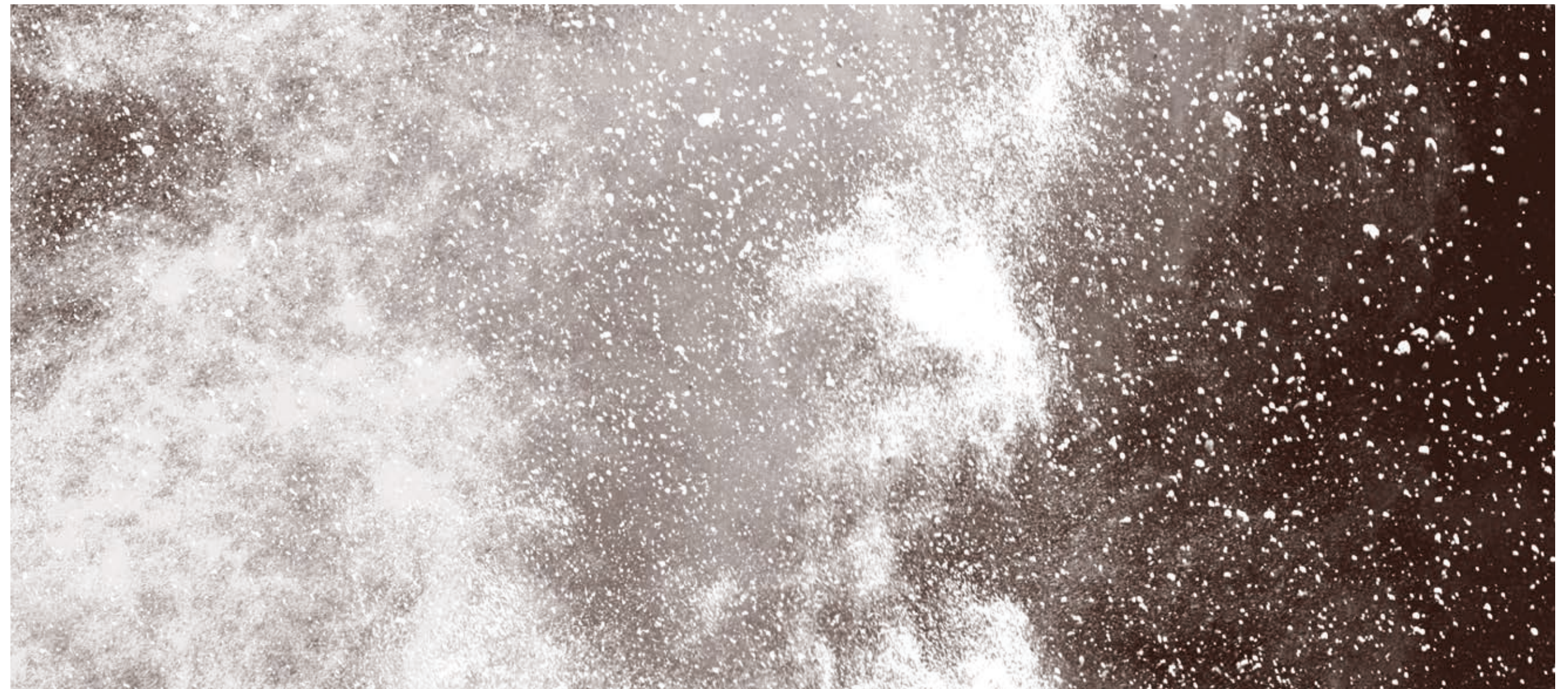


**MATIERE  
PREMIERE**

“Vanilla is a raw material I’ve always wanted to include in the MATIERE PREMIERE collection. This fragrance is **a refined vanilla**: its dark richness is met with an explosion of white modern powders.”



**Aurélien Guichard**  
Founder & Creative Perfumer  
at MATIERE PREMIERE





**VANILLA ABSOLUTE  
MADAGASCAR**  
IS MADE WITH  
AN EXCEPTIONAL  
QUANTITY OF  
CAREFULLY SELECTED  
BEANS, SOURCED  
DIRECTLY FROM LOCAL  
FARMERS.

Located in the northeast of the island, the cultures are Fair for Life certified. This ongoing partnership programme is designed to protect local know-how, encourage responsible agricultural development and minimise impact on the environment.



VANILLA ABSOLUTE  
MADAGASCAR HAS  
**INCREDIBLE OLFACTORY  
QUALITIES.** IT IS DEEP,  
INTENSE, RICH AND DARK.  
ABSOLUTELY TRUE TO THE  
NATURAL SCENT OF THE  
DRIED VANILLA BEANS.

Vanilla flowers are pollinated by hand and take nine months to grow. After the green full vanilla beans are picked from the lianas, a sophisticated six to eight months drying process begins. The beans are alternatively exposed to the sun and the shade, which allows for a harmonious development of all aromas. Transformation of the beans into Absolute is also made locally.



## INITIAL IDEA

An explosion of white modern powders on dark Vanilla beans.

## MAIN INGREDIENT

Vanilla Absolute Madagascar, Fair for Life agricultural programme.

## CREATIVE APPROACH

The addictive character of Vanilla is reinforced by Coconut powder. Bright Palo Santo wood brings structure and verticality. White Musks envelop the Vanilla and powders for a contemporary, luminous perfume.



[www.matiere-premiere.com](http://www.matiere-premiere.com)

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