

MATIERE PREMIERE

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Independent luxury fragrance House **MATIERE PREMIERE** are launching a range of hair perfumes to complement their acclaimed fragrances Radical Rose, Parisian Musc, Falcon Leather and Crystal Saffron.

Launching April 2nd, the hair mists are enriched with two nourishing active ingredients, the first to protect hair from external aggressors, such as sunlight and heat, to preserve hair strength. The second helps with suppleness and shine, protecting hair fibres.

The hair mists contain 95-98% natural ingredients, free of sulphates, silicones and parabens and just like MATIERE PREMIERE's perfumes, are vegan, phthalates-free and have no colorants. The mists are formulated with a reduced amount of alcohol which is produced in the same way as the EDPs, from a 100% natural origin: beetroot.

MATIERE PREMIERE's co-founder and master perfumer, Aurélien Guichard, composes his fragrances to focus on one central natural raw material with an extraordinary high dosage which creates an unparalleled lasting effect. "When I compose a fragrance, I visualize it before writing the formula. For a hair mist, I imagine volumes and trails, I see a sheer veil around the wearer in a halo effect".

- **Radical Rose hair perfume:** for an airy, captivating and lasting impression of Radical Rose, the perfume with the highest dosage of Rose Centifolia Absolute
- **Parisian Musc hair perfume:** for an urban and sensual trail of Parisian Musc's vegetal and musky notes
- **Falcon Leather hair perfume:** for the powerful, smooth and supple notes of Falcon Leather
- **Crystal Saffron hair perfume:** for the comfortable and bright notes of Crystal Saffron

Price: AED 362 (75ml)

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To get the best results we recommend spraying the perfume directly into your hair at arm's length to evenly distribute the scent.

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Hair Perfume Radical Rose

Nomadic, light and kind to your hair. To be sprayed at arm's length, for an airy, captivating and lasting impression of Radical Rose, the perfume with the highest dosage of Rose Centifolia Absolute.

Hair Perfume Parisian Musc

Nomadic, light and kind to your hair. To be sprayed at arm's length, for an urban and sensual trail of Parisian Musc's vegetal and musky notes.

Hair Perfume Crystal Saffron

Nomadic, light and kind to your hair. Sprayed at arm's length, it will leave your hair scented with the comfortable brightness of Crystal Saffron.

Hair Perfume Falcon Leather

Nomadic, light and kind to your hair. Spray at arm's length and scent your hair with the powerful, smooth and supple notes of Falcon Leather.