

# JEROBOAM

PERFUME EXTRACTS FOR URBAN NOMADS





In the beginning there was ORIGINO (Origin in Esperanto).

Invented by the independent perfumer Vanina Muracciale, ORIGINO is a base composed of a cocktail of musks. This "ball of musks", concentrated into a perfume extract, marks nothing less than a new beginning.

For François Hénin, the founder of Jovoy perfumes and boutiques, it is the origin for creating a new olfactory universe: "What was nothing more than a creative olfactory exploration, a game between Vanina and me, led to the genesis of a completely new brand." Very quickly, the pieces of the puzzle fell into place; at first it was similar to a word game, in the form of advertising slogans.

### MAJOR PERFUMES DON'T NEED BIG BOTTLES

A 30ml flacon named after a three-liter bottle, Jéroboam embodies exactly the kind of contrast François Hénin favors. ORIGINO and the other perfumes inspired by it are so singular and intense they needed a bottle that measured up to the project. The name came quite naturally. It simply fits.

### PERFUME IS A WEAPON FOR THOSE WHO KNOW HOW TO USE IT

For François Hénin, the decision to offer perfume in its purest expression came naturally. There is something noble about an extract: it is tailor-made to leave a memorable impression in its wake. This makes it the ideal concentration for those possessed of a flirtatious, provocative nature and strong character, for they understand that perfume is a weapon.

### PERFUME EXTRACTS FOR URBAN NOMADS

Given that the great majority of modern perfumes have musky bases, ORIGINO, and the JEROBOAM brand, were designed to be universal. Therefore, it was only natural to christen JEROBOAM, fragrances with a word drawn from Esperanto, a language invented at the end of the 19<sup>th</sup> century with the intent of creating a universal tongue.

While the small bottle makes an ideal everyday accessory for the urban nomads we've all become, the perfumes themselves are a LINGVO INTERNACIA (international language) in the art of seduction. They remind us that, sometimes, fragrance is infinitely more efficient than words.

Its meaning was clear, JEROBOAM was born.





# JEROBOAM

PERFUME EXTRACTS





KUN AMO

THE NEW EXTRACT





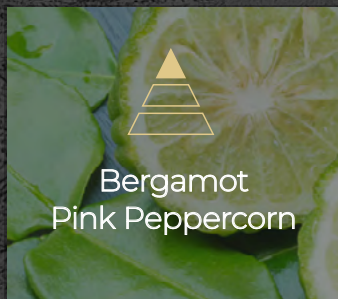
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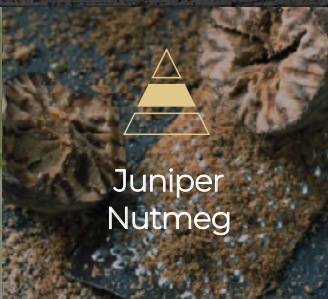




ORIGINO  
ENIGMATIC MUSKS



Bergamot  
Pink Peppercorn



Juniper  
Nutmeg



Sandalwood  
Enigmatic Musks

Worn on bare skin, ORIGINO speaks for itself.

30 ml - 100 ml







ORIENTO

ORIENTAL FLORAL MUSK



Lemon  
Saffron  
Styrax



Rose  
Ylang-Ylang  
Apple



Sandalwood  
Patchouli  
Enigmatic Musks

Vanina Muracciole revisits her cocktail of "enigmatic musks" with the famous "Rose Oud" accord, which is considered an immense classic in the Middle East.

30 ml - 100 ml

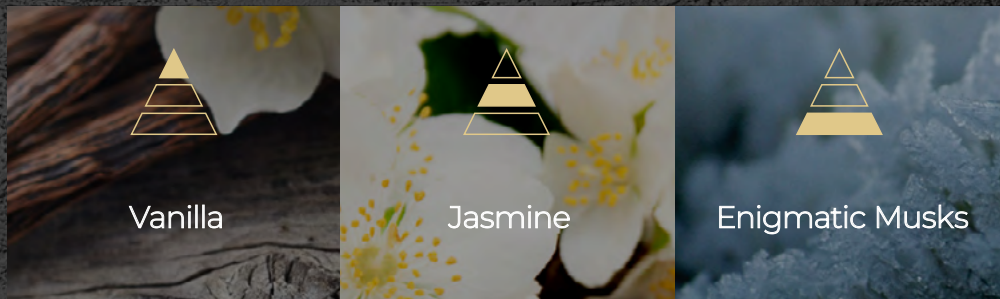






INSULO

GOURMAND ORIENTAL MUSK



Vanilla

Jasmine

Enigmatic Musks

For François Hénin, vanilla has always been the absolute weapon of seductive souls. Vanilla is recognized over the world as an irresistible enticement to be devoured.

30 ml - 100 ml

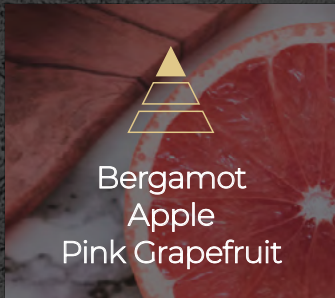




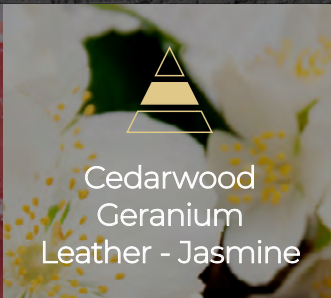


VESPERO

WOODY AMBER MUSK



Bergamot  
Apple  
Pink Grapefruit



Cedarwood  
Geranium  
Leather - Jasmine



Patchouli - Raspberry  
Ambery Woods  
Enigmatic Musks

This resolutely masculine extract is dedicated to dandyish urban night owls who were just waiting for their **signature perfume** to come along. A fragrance so insidery, finding likeminded spirits who wear it becomes almost a game, a knowing nod among members of the same elite club.

30 ml - 100 ml

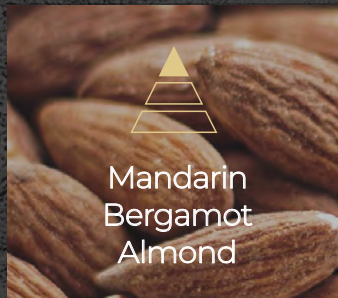




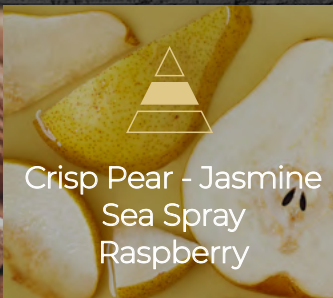


## KUN AMO

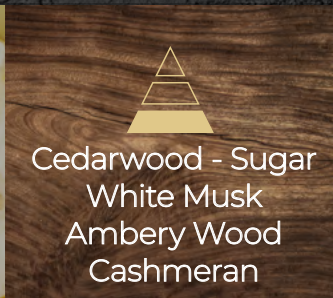
FRUITY WOODY



Mandarin  
Bergamot  
Almond



Crisp Pear - Jasmine  
Sea Spray  
Raspberry



Cedarwood - Sugar  
White Musk  
Ambery Wood  
Cashmeran

A luminous and sensual perfume extract in which pear reigns supreme. Sun-drenched, luscious and seductive, the fruit mingles with a generous dose of sweetness and captivating aromas, underpinned by modern, ambery woods and the house's emblematic musks.

A bold perfume that asserts its presence with elegance and character.

30 ml - 100 ml





Exclusive collaboration



GOZO

FLORIENTAL SPICY



Bergamot  
Saffron  
Tuberose



Cedarwood  
Violet Leaf  
Geranium



Patchouli  
Musk  
Ambroxan

For the first time, the Parisian brand JEROBOAM breaks its historical codes and swaps its black and gold for an Orange, which evokes joyful memories. GOZO, a powerful woody and spicy floral scent that is perfectly mixed, radiates sensual floral facets tinged with subtle hints of spices on a base of musks, precious woods and modern notes of ambroxan.



30 ml - 100 ml





Exclusive collaboration

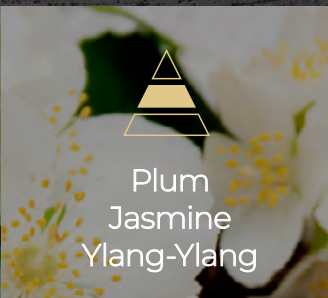


UNUE

FLORAL WOODY



Bergamot  
Pink Berries  
Pineapple - Anise



Plum  
Jasmine  
Ylang-Ylang



Sandalwood  
Enigmatic Musks  
Patchouli

UNUE is a composition of character: floral, radiant, silky, fruity, sensual, at one with the skin - but with a trail that has presence and a sensuous, intense dry-down.

30 ml - 100 ml





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