

### 1. What does No Fragrance Fragrance™ mean?

Just like No Makeup Makeup® isn't about wearing nothing, No Fragrance Fragrance™ isn't about being unscented. The "No" represents removing the unnecessary: No heaviness. No overpowering cloud. No artificiality. No allergens. What's left is a sheer, adaptive scent that feels like a second skin and reveals *the essence of you*.

### 2. What are the scent notes of No Fragrance Fragrance™?

At the heart of No Fragrance Fragrance™ lies orris root—perfumery's most poetic note. It evokes the warmth of bare skin and soft powdery elegance. Additional notes include:

- Top Notes: Fresh Peony Petals, Pink Pomelo, Green Muguet — airy and uplifting.
- Heart Notes: Warm Ambrette, Sheer Jasmine — soft, musky, and skin-like.
- Base Notes: Creamy Sandalwood, Amber Coconut, Soft Musk — glowing and sensual.

### 3. What is FlexScent Technology™?

FlexScent Technology™ responds to your skin's natural pH balance to create a scent that is uniquely, undeniably you. Instead of staying one-dimensional, FlexScent Technology™ notes evolve throughout the day, adapting to temperature, chemistry and surrounding accords.

### 4. Doesn't all fragrance adapt to your chemistry and smell different on everyone? What makes this different?

It's true that every fragrance smells a little different on everyone, but No Fragrance Fragrance™ was *built* to do that, intentionally. Our FlexScent Technology™ uses adaptive, pH-responsive ingredients designed to interact with your skin's chemistry, shifting and revealing new dimensions throughout the day. So while most fragrances change by accident, ours transforms *by design*, becoming a scent that's uniquely you.

### 5. What does a "skin-friendly" fragrance mean?

The fragrance was formulated with MyZ-Biome™, an innovative fragrance design technology created to protect the skin's delicate microflora. It helps maintain a healthy

and balanced skin microbiome, delivering an ultra-gentle fragrance experience with no irritation.

#### **6. I have sensitive skin and don't normally wear fragrance. Will this irritate my skin?**

No Fragrance Fragrance™ was formulated to be a skin-friendly scent. It was created with MyZ-Biome™, an innovative fragrance design technology created to protect the skin's microbiome and work in harmony with your skin flora. We formulated No Fragrance Fragrance™ with transparency in mind using carefully selected materials free from the EU's 26 recognized fragrance allergens. The clean composition is designed to be gentle on skin while still delivering dimension and personalization.

#### **7. How does No Fragrance Fragrance™ differ from an Eau De Parfum or an Eau De Toilette?**

What is typically considered when categorizing a fragrance is the oil concentration, longevity and profile. No Fragrance Fragrance™ is what we are categorizing as a "Fragrance Essence," a new category in fragrance that bridges the gap between Eau de Toilettes and body mists, just as skincare essences emerged to fill the gap between toners and serums. What makes it a "Fragrance Essence" is our formulation philosophy and technology:

- Skin-first construction – designed to wear on the skin
- Weightless structure – lighter than an EDT but more dimensional than a mist
- Adaptive pH-responsive technology – blooms differently on each wearer
- Microbiome-Friendly – respects skin's microflora

#### **8. How long will No Fragrance Fragrance™ last on skin?**

No Fragrance Fragrance™ has a longevity of approximately 4 hours. It lasts longer and is more dimensional than a mist, but lighter and more skin-centric than an eau de toilette.

#### **9. Why is No Fragrance Fragrance™ \$75?**

No Fragrance Fragrance™ offers exceptional value for the craftsmanship behind it. Developed with proprietary adaptive technology, sheer musks and high-performing, skin-

compatible materials, it's designed to function differently than traditional fragrance. Its price reflects our commitment to making innovation accessible, not exclusive.