



# ODORI D'ANIMA

COLLECTION

*Mendiffo Rosa®*



Once upon a time there was good Volcano  
Once upon a time there was curious red-haired woman too  
She felt the voice of Volcano  
In the middle of the sea  
So far from everything, yet so close  
to the center of the planet  
Volcano was called IDDU  
As it is is like a God  
Iddu decides your day  
The passionate woman was searching  
and looking as many people do  
But this time she was particularly looking for something new  
And when IDDU was coughing with lava, shaking, erupting she decided:  
"Now I will start to make perfumes. And I will call them  
ODORI D'ANIMA/SCENTS OF THE SOUL  
Now I can see my life going back  
As kid I was not playing just dolls, I was playing with  
empty bottles, flowers, perfumes drops  
Mixing, smelling, looking and finding out.  
So now I will burn my past and I will restart my life  
as Iddu does every day, every second.  
Alfa: my new beginning  
Omega: I have closed the circle  
Id: Grazie to Iddu!"

Once upon a time there was Mendittorosa Odori d'Anima  
and there is one still. Now. Inside the heart.  
In the middle of everything. As LAVA...

STEFANIA SQUEGLIA

ODORI D'ANIMA

COLLECTION



## FEELING WHICH TOUCH THE SOUL THROUGH SCENTS.

Mendittorosa was born from a strong need of expression, which was felt during the whole life and that suddenly has become increasingly important. Everything was awakened from the Volcano of Stromboli. Iddu, as it is called from visitors and locals, is a sort of connection with our soul.

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Mendittorosa as a flood of overwhelming ideas, as the inspiration that indicated a way forward: the way of evocative, artistic perfumes.

## ODORI D'ANIMA

COLLECTION



## THE COLLECTIONS

Because in our opposites we find balance.  
Mendittorosa Odori d'Anima (Scents of the Soul)  
was born to give voice to the eternal dance between  
opposites by creation of Artisanal  
and Evocative Perfumes.



### THE TRILOGY



ALFA  
OMEGA  
ID



### TIME WITHOUT TIME



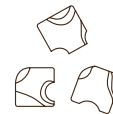
ARCHETIPO  
RITUALE  
LACURA



### THE DUO



NORTH  
SOUTH



### VERSI



ITHAKA  
ORLO  
ALBATROS

# ODORI D'ANIMA

COLLECTION

The first tale told by Mendittorosa  
is a story hidden in three scented journeys.  
Pieces which reconnect. Wounds that heal.  
When the beginning meets the end,  
it brings peace and poetry.

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Trilogy, mirror of the perfumed shadows of the soul.  
Yours. Olfaction. Fallen Angel of rare beauty.  
Rise again on our skin.

# THE TRILOGY

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Alfa, Omega, Id







# ALFA

So simple and direct, yet soon becoming truly complex beauty.  
Naked Venus is coming out from the sea waves.  
Primordial beginning. It evokes the taste of earth, vineyard, milk.  
Its Heart is Saffron.

## HEAD NOTES

Ravensara, White Thyme

## HEART NOTES

Clove, Nutmeg, Jasmine, Saffron, Carnation

## BASE NOTES

Indian Sandalwood, Frankincense,  
Precious Woods, White Musk, Oud

~

## OLFACTIVE VISION

Stefania Squeglia

## NOSE

Amélie Bourgeois (Flair Paris)

EAU DE PARFUM 20%  
100ML/ 3.4 FL OZ NATURAL SPRAY  
ARTISTIC PACKAGING DESIGN  
100% HANDMADE IN ITALY  
ALL THE METAL DETAILS  
ARE NICKEL FREE AND WEARABLE  
CRUELTY FREE

200,00 EUROS



# OMEGA

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It is baroque, boudoir. Drinking red wine.  
Wearing face powder. And your favourite red lipstick.  
Fashion that doesn't want reveal anything more. Not now.  
Not yet. Its Soul is the essence of Iris.

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## HEAD NOTES

Egyptian Cumin

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## HEART NOTES

Jasmine, Iris, Violet, Rosewood

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## BASE NOTES

Leather accord (Absolute Resinoid plus Oud),  
Incense, Virginian Cedar, White Musk, Vanilla

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# ID

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Essential, rich, and wild, ID is the dark passion that drives us towards our dreams. Inspired by the local's nickname for the volcano that towers over the island of Stromboli – Iddu. Impassioned and untethered, its iris heart awaits beneath volcanic sediments of violet, iris and oud. Overdose of labdanum gives ID truly niche and raw character.

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## HEAD NOTES

Ravensara.

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## HEART NOTES

Clove, Nutmeg, Iris, Violet, Jasmine, Saffron, Carnation.

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## BASE NOTES

Birch, Labdanum, Siam Benzoin, Ceylon Cinnamon, Ambroxan, Oud, Precious Woods, Indonesian Patchouli, White Musk.

~

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# THE DUO

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Wherever we are, there will always  
be a North and a South;  
even in our personality.

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Each North has its South. Each South always has a North.  
Born from love, they should be worn with love.  
Symbolic and evocative. Now it's just your skin that can choose  
one or both directions.

North and South, the Duo:  
the story of two opposite sides that complement each other.





# NORTH

North brings back memories of light, golden wood of Swedish saunas, empty white pages, leaves, children's drawings, a neat and tidy sense of beauty. It's pure brightness. If brightens has smell here you have it.

## HEAD NOTES

Italian Bergamot, Black Pepper, Aldehydes

## HEART NOTES

Ozonic Flower, Soft Jasmine

## BASE NOTES

Atlas Cedarwood, Virginian Cedarwood, Nutmeg,  
Haitian Vetiver, Indonesian Patchouli

~

## OLFACTIVE VISION

Stefania Squeglia

## NOSE

Anne Sophie Baegel (Flair Paris)

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# SOUTH

South reminds us of hot bread and linen sheets dried in the Italian sun, Marseille soap, basil scent lights and shadows, races and noises. Such a cozy clutter seducing our senses.

## HEAD NOTES

Italian Bergamot, Egyptian Basil, Cyclamen.

## HEART NOTES

Soft Jasmine, "Dry Cleaning Cover" accord, Syringa (Philadelphus flower).

## BASE NOTES

Australian Sandalwood, White Sandalwood, Green Hazelnut, Bread accord, Precious Woods, Carrot Seeds, Amyris Wood.

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## OLFACTIVE VISION

Stefania Squeglia

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# TIME WITHOUT TIME

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They have always been there, For ever.

Time without Time:  
Archetipo, Rituale and Lacura  
Smell of a time without time.  
"Tangles of protection".  
For Us since before Us

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Three new mysterious extraits by menditorosa odori d'anima.  
Protections, rituals, emotions, primordial memories,







# ARCHETIPO

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Shadows, shaking candle flame, moonstone, marbles.

Archetipo surrounds you in its absolute silence. With Archetipo Extrait we can experience the feeling of reaching our real thoughts.

With Archetipo we are re-entering THE OLFACTIVE MEMORY.

To re-wake. To forget and to remember again.

Tabula rasa of stereotypes. Archetype of smell. Archetypical scent.

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## HEAD NOTES

Fir Balsam, Pink Pepper, Incense Super Essence.

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## HEART NOTES

Burning Flame Accord (incl. Bushman Candle  
Sarcocaulon Mossamedensis), Moonstone Accord.

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## BASE NOTES

Patchouli, Indonesian Vetiver, Cashmere Wood,  
Labdanum, Black Amber, Oakmoss.

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## OLFACTIVE VISION

Stefania Squeglia

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## NOSE

Luca Maffei (Atelier Fragranze Milano)

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EXTRAIT DE PARFUM 25 %  
100ML/ 3.4 FL OZ NATURAL SPRAY  
UNIQUE TANGLE CAPS ENTIRELY  
CURVED BY HANDS PIECE BY PIECE  
NICKEL FREE  
CRUELTY FREE

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200,00 EUROS



# RITUALE

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Rituals of ancient cultures. Centuries of Myths, symbols, religions in one perfume. Heady narcissus like rich golden nectar.  
Red explosion of emotions. Distillation of time. Everlasting sunrise.  
Rituale is perfumed blessing for your daily rituals, prayer whispering on your skin.  
Caring, wrapping balsam. It is your inner temple. Perfumes normally follow the wind while Rituale goes against the wind. It comes and never goes away.  
Bless your day, create your own ritual.

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## HEAD NOTES

Italian Bergamot, Mandarin Aldehyde, Lavender.

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## HEART NOTES

asmin, Narcissus, Rose, Red Fruits (Blackcurrant, Raspberry, Pomegranate).

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## BASE NOTES

Patchouli, Sandwalwood, Beeswax, Amber Woods, White Musk, Hyraceum (Golden Stone).

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## OLFACTIVE VISION

Stefania Squeglia

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# LACURA

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With Flowers, Lavender protection, an elegant and soft bed sweetness. The hug that will sustain you, Take care of your true self. Take care of your fragilities Take care of your soul. Wish yourself the best love song, the deepest love poem.

Wish yourself this Extrait

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## DEEP INSPIRATION

Franco Battiato, song and poem "La cura".

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## HEAD NOTES

Bitter Orange, Essence Pear, Bergamote Essence.

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## HEART NOTES

Néroli Essence, Orange Flower Absolute, Jasmine, Petit Grain Essence.

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## BASE NOTES

Virginian Cedarwood Essence, Benzoin Resinoid, Ambroxan, Cashmeran, Vanillin, Caramel Veloutone (powdery white musk).

~

## OLFACTIVE VISION

Stefania Squeglia

---

## NOSE

Anne Sophie Bahegel (Flair Paris)

---

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# VERSI STUDIO

Poems and Perfumes.

Poems and Perfumes.  
Relations. Inspirations.

Contaminations.  
Odori d'Anima decides  
to explore them in three studies.







# ITHAKA

## THE FIRST STUDY

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"may you stop at Phoenician trading stations  
to buy fine things,  
mother of pearl and coral, amber and ebony,  
sensual perfume of every kind—  
as many sensual perfumes as you can"  
to gather stores of knowledge from their scholars."

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### HEAD NOTES

Bergamot

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### HEART NOTES

Watery Magnolia, Incense

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### BASE NOTES

Patchouli, Labdanum, Incense Resinoid , Virginian Cedar,  
Cypriol, Benzoin

~

### OLFACTIVE VISION

Stefania Squeglia

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### NOSE

Camille Chemardin

---

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# ORLO

## THE SECOND STUDY

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"She has folded  
Them back into her body as petals  
Of a rose close when the garden  
Stiffens and odors bleed  
From the sweet, deep throats  
Of the night flower."

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### HEAD NOTES

Italian Bergamot \*, Egyptian Cumin \*  
Fresh Cyclamen

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### HEART NOTES

Magnolia , Orange blossom  
Metallic Rose, Peach

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### BASE NOTES

Indian Papyrus Wood \*  
Indonesian Patchouli brut \*  
Virginian Cedarwood \*  
Cashmere Wood

\* natural

Orlo is homage to one of the greatest  
poets of the 20th century: Sylvia Plath.  
Wear it and get courage and inspiration  
to combat the ghosts and spirits you  
meet in your life.  
Orlo is distinctness and determination.

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~  
**OLFACTIVE VISION**  
Stefania Squeglia

---

**NOSE**  
Anne-Sophie Behaghel

---

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200,00 EURO



# ALBATROS

## THE THIRD STUDY

"It is a wind of Freedom, without fear, hesitation and shame.  
A cerulean horizon that welcomes those, who want to open their wings."  
The Poet is the one, who does.  
The individual to become Poet.  
The symbol of all humanity.  
The poet is a person using the human wings literally speaking. The wings open our sensitivity. Unfortunately,

### HEAD NOTES

(modern and molecular)  
Clean note, Aquatic note (foam),  
Ozonic Anisic note

### HEART NOTES

Modern Rose\*, Rose absolute, Pineapple

### BASE NOTES

\*\* Cashmere wood, Moroccan Cedarwood,  
Virginian Cedarwood, Haitian Vetiver, White Musk

we often  
forget both our wings and our sensitivity.

Remember that it is the sensitivity that makes us fly high, but also the wings that can make us stumble, so we will be laughed at.  
No one has ever described such ambivalence better than Charles Baudelaire in his poem Albatros. We are all Albatros. We can soar majestically in the air of life and awkwardly stumble upon our own wings. We arouse admiration but also derision. Because some people have forgotten their Albatros.

~  
**OLFACTIVE VISION**  
Stefania Squeglia

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\* the rose accord is a composition of different natural and synthetic notes of rose elaborated by Anne Sophie Baheghel for Albatros\*\* all the woods are naturals, except cashmere wood (Cashmeran molecule)





# DAYMON

Eau de Parfum

PROUD TO BE CRUELTY FREE

The first outsider among Mendittorosa Creation Daymo doesn't belong to any collection, because nobody can own, or close, or label the Daymon spirit

## HEAD

Roots Of Angelica\*, Neroli Tunisia\*,  
Indian Jasmine\*

## HEART

Italian Iris\*, Tonka Bean\*\*

## BASE

Habanolide, Sandal Wood\*  
Of New Caledonia, Resinoid\*\*,  
Siam Benzoin\*, Ambroxan\*\*

\*Natural \*\* Synthesis

## DATE OF BIRTH

21 03 2021

## PLACE OF BIRTH

Human Heart in Naples

100 ML / 25 %

220.00 EURO





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I am here  
I am with you  
I am around  
I am your support, your guide, your refreshment  
I don't have a voice, because I am innocent  
I don't have hands, because I don't move or take  
I don't have a human face, because I have a star inside  
I am your Daymon  
Anonymous

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Daymon is therefore so much more than a great creation elaborated together with the Master of Perfume Luca Maffei. It is our vision to stop human violence against animals, to lessen their suffering and to set them free from slavery and slaughter. Testing and experiments. Once and for all to make clear that animals are not less worth than humans. We are all equal and should be treated like so. Humans suffer from racism, gender abuse, war and egoism, but that is something we chose to do. The animals are suffering a lot more than we, and they have done nothing.



Daymon is the materialised creation of the commitment of Mendittorosa to do her bit for those animals around us without a human language or power to defend themselves against humans. It came to us in the process of the world-wide work of animal protection.

Mendittorosa says: No. Enough is enough. Love the animals around you.



**LAV** - DALLA PARTE DEGLI ANIMALI

All Mendittorosa is  
*Cruelty free*

No testing on animals  
Certified by leaping bunny and LAV

*Mendittorosa*



## ODORI D'ANIMA

COLLECTION

Without compromises.  
Handmade In Italy.  
Limited and exclusive editions.

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Atelier in Naples,  
Via Tasso 480, villa Matarazzo  
[www.mendittorosa.com](http://www.mendittorosa.com)

*Mendittorosa®*