



NISSABA

FRAGRANCES FROM EARTH

PRESS RELEASE

PRESS CONTACT

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## NISSABA : AN INNOVATIVE WAY TO CREATE FRAGRANCES

Nissaba is a perfume house with an authentic creative approach that is founded on having great perfumers assemble the best of a country's local ingredients.

This is a reverse approach from the classic perfumery creation process, which starts with the identification of the raw materials of a region, then draws up a rigorous inventory of the best natural extracts from these terroirs, from which the formula of each perfume will be composed.

It's an unusual process that stimulates perfumers' creativity, and challenges them to develop ingredient associations based on this constraint alone.

It's an innovative approach that gives each of the brand's fragrances the role of ambassador for these lands and terroirs, without forgetting the men and women who cultivate and harvest these precious raw materials used in their composition.





## FREE CREATIVE THINKING

The NISSABA fragrance collection celebrates nature on five continents. It was composed with the contribution of seven perfumers from Firmenich: Nicolas Bonneville, Sebastien Cresp, Ilias Ermenidis, Alexandra Monet, Fabrice Pellegrin, Coralie Spicher and Frank Voelkl.

The brand has chosen to give perfumers total creative freedom to develop their fragrances: no budget limit for ingredients that can be used in large doses, no reference to existing products, no consumer tests, no predefined genre or olfactory classification, and a high concentration for an eau de parfum.

Starting with a list of natural extracts from the same region, these perfumers were therefore able to express their creativity in an original way, by combining natural extracts that are not usually combined in traditional perfumery schemes.

The final touches to the perfumes consisted in the search for a global harmony integrating this widely dosed "ingredient" core into a multi-faceted overall harmony, resulting in unique, signature fragrances.

This approach first surprised them, then interested and captivated them. They were then drawn into the search for a global atmosphere, exploring the best possible combination of local ingredients. Real artistic projects!



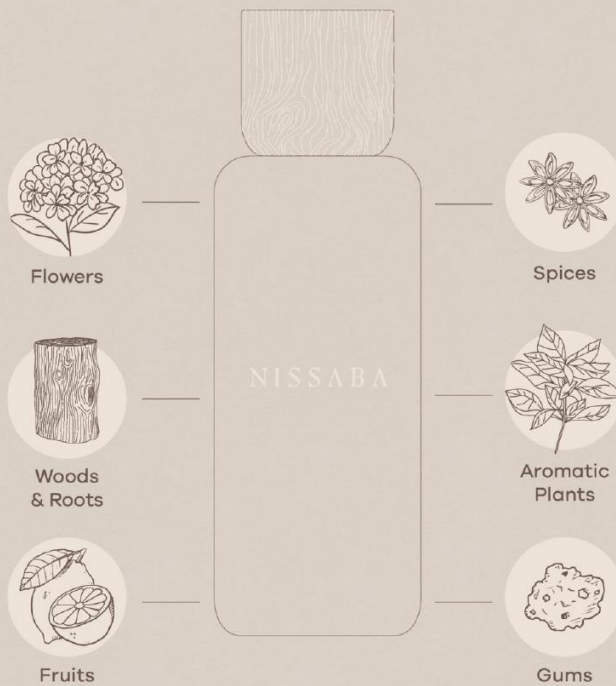
Combining  
the best natural extracts  
from a major origin  
for the perfumer's palette



Build a faceted and coherent harmony  
around this ingredient 'heart'

'Technical' specifications

Concentration of 18 - 22%.  
Natural origin > 90%  
Organic alcohol  
'Clean beauty' standards  
No additives





## THE TRUE SMELL COMING FROM LANDS AROUND THE WORLD

Nissaba presents a collection of 6 fragrances built around the finest natural extracts from the most important origins for perfumery.

*"We've set the balance point at at least 90% natural origin, to maximise naturalness while still allowing access to the molecules to remain in the Haute Parfumerie tradition. Our alcohol is certified organic and of French origin.*

*But the most important is to formulate with the best natural extracts from the best origins, to create the right conditions for perfumers, and to pay tribute to the growers of perfume plants and their know-how".*





## TIERRA MAYA

A bright and addictive woody amber  
with Peru Balsam and Central American Cardamom.

*"It's a tribute to the primary forests of Central America. First and foremost the forests where the harvest of the 'Peru balsam takes place', in Salvador. This is a very 'niche' and unique perfumery ingredient, harvested with an artisanal character, one of the most premium ingredients in the perfumer palette. Secondly, we thought of the primary forests of Guatemala, which shade the plantations of cardamom, the best in the world. This cold spice of cardamom has been combined a warm spice, cinnamon. Then around Peru Balsam, perfumer Ilias Emernidis has created a balmy, ambery, woody accord, and added a twist: a duo of roses that gives this fragrance a resolutely oriental profile."*



**Top** - Cardamom green pods extracts from Guatemala with cypress for a warm and cold contrast that signs the fragrance

**Heart** - An addictive duo of Rose Damascena and Centifolia extracts, with Cardamom essential oil from Guatemala

**Base** - An intense Peru Balsam from El Salvador in a modern ambery accord

In this fragrance, **ILIAS ERMENIDIS** places Peru balsam at the centre of the scent. It adds depth to a modern amber accord, complemented by musks and a long list of beautiful natural ingredients.

The highest quality green cardamom extracts are included in a signature bouquet of warm and cold spices.

A duo of the finest Centifolia and Damascena rose extracts has been incorporated to add an addictive touch.



NISSABA



## CHACO

A cologne-like, built with a tea structure  
petitgrain leaves and Palo Santo (gaiacwood) from Paraguay

*"In our desire to cover all five continents for our first collection, we chose Paraguay for South America, because it is home to some unique ingredients, starting with Guaic, a wood found only in the Chaco forest, which gave the fragrance its name. Perfumer Alexandra Monet chose to create a fragrance with the freshness of a Cologne, based on a green tea accord around mate, because it combines well with petitgrain and the different citrus fruits very present in this Southern Cone. These unusual combinations have given birth to a fresh, singular fragrance."*



**Top** - A Yerba mate absolute from Paraguay in a citrus bouquet with bergamot and Lemon Sfuma

**Heart** - Petitgrain Paraguay essence in a tea accord with lavandin and cardamom essential oils

**Base** - Palo santo extracts from the Paraguayan Chaco, with woody facets of vetiver and a duo of cedar oils

The Chaco is the second largest primary forest in Latin America, stretching across Paraguay, Bolivia and Argentina. This region is also known as the impenetrable forest, for its incredibly dense formation. The Chaco is the only origin of guaiac wood, known locally as 'Palo Santo'.

For perfumers, this region is also renowned for its petitgrain essential oil, natural mate leaf extracts, and for being a major source of citrus fruit cultivation.

All these local ingredients inspired **ALEXANDRA MONET** to create a warm cologne with a tea structure and a distinctive signature. Petitgrain and mate are combined and play a central role, bringing their citrus and tea profiles, while guaiac is the base note, in a woody bouquet.







## SULAWESI

A multi sensorial mix of earth, woods and spices  
the quintessential essences of the Indonesian archipelago

*"Indonesia was an evident choice for our first collection, this origin is major for the perfumer's palette. We started with patchouli from the island of Sulawesi and the central idea was to combine it with an overdose of nutmeg and clove essences to create a bouquet of the archipelago's most iconic spices. To bring together the full quintessence of the noblest Indonesian ingredients on the perfumer's palette, we also wanted to include Java vetiver and extracts of Benzoin gum from North Sumatra. Nicolas Bonneville has succeeded in combining all these ingredients in this creation, which covers all the main islands of the archipelago".*



**Top** - Indonesian nutmeg and juniper berries oils for a spicy aromatic opening

**Heart** - An ambery benzoin absolute from Sumatra, faceted with Indonesian cloves leaf and buds essential oils

**Base** - Premium extracts of Indonesian Patchouli, cedars, vetiver from Java enhanced by ambrox for a powerful and modern woody profile

Sulawesi is the main Patchouli-growing island in Indonesia today, after decades of the plant's gradual relocation from its native Aceh to the eastern parts of the archipelago.

Patchouli essential oil, emblematic of this country, was the starting point for the fragrance, which contains high-quality Patchouli extracts combined with ingredients from Indonesia's forests.

**NICOLAS BONNEVILLE** has finalised its composition with extracts of cedar, ambrox and musks to create an exceptional woody, amber fragrance.

[vimeo.com/762354953](https://vimeo.com/762354953)





## GRANDE ILE

A comforting amber that celebrates Madagascar's finest spices

*"This fragrance was right at the top of our list, since Madagascar is one of the most important terroirs for a perfumer's palette. Above all, we intended from the beginning to link this creation with the Mahadera school of agriculture, a fantastic place of learning, unique on the Big Island. Of course, the first ingredient that comes to mind is vanilla, but we didn't want a typical vanilla fragrance, so vanilla comes more in the background to bring comfort and roundness. Instead, we wanted to promote local spices, primarily black pepper from Madagascar and pink berries from the Indian Ocean, which are the best available in the perfumer's palette, and essence of clove tree, a very important activity for the local populations. That's what we asked Frank Voelkl to do: combine these ingredients in a fragrance that is an emanation of Madagascan soil".*



**TOP** - Premium extracts of black and pink peppers from Madagascar for the spiciness

**HEART** - Vanilla bourbon concrete infusion from Madagascar to bring comfort

**BASE** - Cedarwood, patchouli and guaiac woods to give a unisex character to a long-lasting Vanilla Planifolia from Madagascar

Grande Ile is the name given by the inhabitants of Madagascar to their country. This fragrance celebrates the largest island in the Indian Ocean, a fascinating country and home to many spices.

Malagasy spices form the structure of this fragrance. It contains natural extracts of black pepper and pink berries, both extracted using a high-quality extraction process. It also includes an infusion of bourbon vanilla concrete, which brings comfort and rounds out the spicy fragrance. Vanilla has been combined with wood extracts and other natural ingredients in a multi-faceted combination.

With this fragrance, **FRANK VOELKL** has honoured Madagascar and its fantastic biodiversity, and created a vibrant tribute to the vanilla growers of Sava.





## PROVENCE

A rich, aromatic Provençal bouquet from the rocky soil of Haute Provence

*"People often talk about Grasse, but less about Haute Provence, and yet the wealth of this French terroir located high up on either side of the Durance river is even greater. What's more, essential oils made from perfume plants are still vital to the economy of these Provençal villages set high up in the mountains. We wanted to combine all the main local ingredients with an aromatic profile, starting with lavender of course, with a very premium lavender, lavender Diva, then lavandin and hyssop, and finally sage, a very important crop today.*

*Finally, we've also included some coriander grown in this region. There are five plants, in the form of eight extracts, in the Provence fragrance. It was also important to me to work with perfumers from this region, in this case SÉBASTIEN CRESP, and to establish a link with SCA3P, the largest French essential oil cooperative, from which all these ingredients come."*



**Top** - Spearmint oil for the freshness and a spicy green opening with coriander seeds and black pepper extracts

**Heart** - Premium extracts of lavender 'Diva' oil with clary sage extracts and lavandin absolutes for a strong aromatic blend from Haute Provence

**Base** - Hyssop from Haute Provence to intensify and extend the aromatic profile, with a sandalwood and cedarwood base

The Provence fragrance is a tribute to the aromatic plants grown at altitude around the Durance valley, in the beautiful region of Haute Provence, famous for its lavender fields. It was created by a local perfumer: **SÉBASTIEN CRESP**.

It contains a blend of essential oils and absolutes from the region's most important perfume plants, to form a warm, aromatic fragrance.

This fragrance is an authentic celebration of agriculture in this rich, colourful and emblematic land of the South of France.

[vimeo.com/762354093](https://vimeo.com/762354093)





## BERBERA

A journey around a trio of smoky incense and iridescent spices that bring to light the Horn of Africa. A powerful fusion that resonates with intensity through Somali landscapes and their emblematic ingredients, ranked among the oldest in perfumery: myrrh, opoponax and incense gums.

*"Of all the natural ingredient resources in the world, we wanted to introduce people to the most mysterious, little-known and hard-to-reach: incense from Somalia. Our task was to combine the main gums harvested from the Somaliland region - olibanum, myrrh and opoponax - in a single fragrance, to create a scent that would link us to this fascinating age-old tradition: the gumming of trees, then the collection of gums in the desert areas of the Horn of Africa.*

*All these precious ingredients then follow a human chain of collectors and converge towards the port of Berbera, to reach other countries where they will be extracted in various forms*

*;"*



**Top** - A superfluid extract of spicy incense meets resinous elemi and a duo of nutmeg and black pepper essences

**Heart** - Leathery, powdery incense enhances warm myrrh

**Base** - Pyrogenic incense gums with amber facets enrich a superfluid extract of Somali opoponax

These raw materials are among the oldest perfumery ingredients in the world. They come from the vast mountainous desert region of Somaliland and have been collected in the wild in the same way for five millennia.

BERBERA is thus also a nod to the port city of the same name, where the gums are harvested in transit before reaching the laboratories of the great names in perfumery, in Paris, Grasse or New York.

Magnifying these ingredients was an extraordinary playground for perfumer Fabrice Pellegrin, who loves rich, sophisticated, well-textured ingredients. This is the very first time he has composed a fragrance from an assemblage of different gums. They were blended to offer a continuous, vertical narrative flow, and a long-lasting fragrance. For this project, he formed a duo with Coralie Spicher. The young woman, a scents and natural ingredients lover, rose to the challenge set by the brand to work with a limited palette of ingredients, here becoming de facto ambassadors for their terroir and its history.







## A BRAND OF VALUES

Nissaba was born from the experiences and personal convictions of Sébastien Tissot. After a long career as head of sustainable sourcing of natural ingredients for the Firmenich group, Sébastien envisioned a fragrance brand with a sincere commitment and rigorous ethics. This idea took some time to take shape, as he searched for partners who could help him achieve this goal.

*"For almost 10 years, I was in charge of "Responsible Sourcing" at Firmenich. The aim was to ensure responsible sourcing throughout the value chain.*

*This project led me to work on the alignment between customer demands, business imperatives, sustainability needs and the supplier chain, in particular with the buyers of raw materials. I was able to discover the point of view of the whole chain: that of the brands, the perfumers, and the whole supply chain - from the exporters of natural ingredients to the farmers.*

*I've been out in the field a lot, learning from all the views of this whole chain to answer the question :*

*This quest inspired me to create a brand that would be fully sustainable along the entire value chain. The ultimate ambition was to have a real positive impact, environmentally, socially and economically".*

*In September 2021, his path crossed that of Éric Stucky de Quay, who joined him bringing his commercial expertise. After 15 years in the perfume industry at L'Oréal, with management responsibilities at the Paris head office, Éric wanted to put his knowledge to work on a project that would have a significant impact.*



*Together, they will strengthen the fundamentals of the Nissaba brand, shaping it to become a key brand for positive impact through a plan of targeted actions at both brand and product level, with the ultimate and main aim of helping the communities that grow the ingredients behind its fragrances.*

*To achieve this, the company invests 5% of its revenues in local projects aimed at supporting communities of perfume plant growers in the implementation of locally adapted cultivation practices, contributing to the transmission of their know-how and the promotion of virtuous agricultural practices.*



*"For me, the main responsible innovation is the business model I'm keen to implement: the dual ambition of offering a "desirable brand" with a strong, differentiated DNA, and that of offering a brand with an impact, through the financing of agricultural projects. We allocate 5% of our sales to this ambition."*



Today, the brand is helping to finance two projects, one of which is directly linked to the raw materials used in the fragrances in the collection.

*"In Madagascar, we are backed by the 'Mahadera' agricultural school, which is a vocational training school for teenagers established in the heart of the SAVA region, a vanilla-growing area.*

*We support young graduates so that they are not exclusively dependent on vanilla. The price of this spice is highly volatile, and it's difficult to anticipate prices. So other options are needed.*

*Agronomists work with us to design the project. We finance the acquisition of seedlings and trees for coffee, cloves and firewood....*

*We then support young graduates in the plantation, using a micro-agroforestry model."*

It's a team effort, with committed partners like Authentic, the Madagascar vanilla exporter with whom we work, and Firmenich, the company creating our juices, which is helping to finance the school.

This is intimately linked to our brand's raison d'être, which is to support the men and women in the perfume plant industry by working with agricultural schools.

The second project is located in the eastern part of Paraguay, in collaboration with a foundation which owns a school in the Mbaracayu biosphere reserve, bordered by numerous small mate and petitgrain farms. The aim of the project is to promote the sustainable cultivation of these production crops using integrated and regenerative cultivation practices that also combine food crops and agroforestry.

*"By the end of our first year, we had already supported around fifty students (40 in Madagascar and 10 in Paraguay)."*



## ORIGIN OF THE NAME NISSABA

These partnerships with agricultural schools inspired the choice of the name Nissaba for the brand.

Agriculture, writing and schools were all invented in Mesopotamia.

Nissaba is one of the oldest attested Sumerian deities and has remained an important goddess throughout many periods of Mesopotamian history.

Originally the goddess of grain and cereals, when it was necessary to formalise the exchange of agricultural produce, Nissaba became the patron saint of writing. The world's first schools praised her because, by inventing writing, she made the transmission of knowledge possible..

*"The very first schools had the Nissaba symbol on their pediment. Therefore, with our projects within Nissaba, we naturally linked agriculture to education".*



At Nissaba, we honor nature  
with fragrances that connect us  
to the soils, plants and forests  
they come from.

FROM EARTH



## 'CLEAN' FRAGRANCES

The brand has taken the deliberate decision to exclude the most controversial synthetic ingredients (around fifteen), in line with the most demanding standards of 'clean beauty', thus meeting the highest standards on the market.

Finally, the fragrances are formulated without any additives, UV filters, colourings or stabilisers. There are stabilisers in practically every fragrance.

The alcohol used in all the fragrances is organically grown and comes from French wheat. The total content of natural origin varies between 90% and 93%.

## DISTRIBUTION

The brand is distributed in 15 countries and 40 points of sale, in independent perfumeries and department stores such as Printemps Haussmann Paris, Selfridges London, and Bongenie Grieder Geneva.





## ECO-DESIGN AND CIRCULARITY

Starting from scratch, the two founders of Nissaba made clear choices from the outset to minimise the environmental footprint of their collection. Firstly, they made the radical choice of a glass bottle with an optimal weight-to-capacity ratio. This reduces the carbon footprint by 50% compared to a traditional perfume bottle, which is generally made of very heavy glass in accordance with classic luxury codes.

The bottles have no paper label, but are laser-engraved, eliminating the need for ink and glue.

Each perfume bottle is refillable, either via online refills or in-store refills. In-store, allowing consumers to further reduce their environmental footprint.

The cap is made from FSC-certified wood, with no plastic or metal inserts. Consistently, components and final products are sourced within a local area of Geneva (Switzerland), Nissaba's head office.

### ECOCONCEPTION

- CAP** — FSC certified wood
- RIBBON** — Upcycled polyester
- ENGRAVING** — No paper, no glue, no ink
- BOTTLE** — Lowest possible carbon footprint for a 100ml bottle and with 15% upcycled glass

### CIRCULARITY





To take things a step further, Nissaba's impact projects include an agroforestry component, consisting of perfume tree plantations, created and maintained by the farmers supported by the brand. This approach further reduces the brand's overall carbon footprint.



*"We have tried to minimise our environmental footprint on the perfume and the bottle.*

*On the bottle, we worked on the carbon footprint in particular: glass has a footprint of around 80g of CO<sub>2</sub>.*

*Also, the bottle is refillable, it's not tinted, without a label on it to avoid interfering with recycling, and we source all the parts within a 300km area around Geneva."*





## TITLES AND AWARDS

NISSABA's arrival on the perfumery market has been marked (and remarked) by some of the most important awards in the sector:

**Fragrance Foundation France:** "Winner of the responsible innovation award" ; a prize awarded by a jury of 8 CSR experts. It rewards innovation and overall commitment to environmental and social issues.

**Cosmétique Mag Indies:** on the occasion of Indies Days, the professional magazine awarded Sébastien Tissot, founder of Nissaba Parfums, the "Creativity Prize" and a Gold Medal in the fragrance category.

**Cosmetique Mag Awards:** a gold medal for mixed fragrances with its GRANDE ILE perfume, a gold medal for packaging eco conception and finally the "Jury's Favourite" prize awarded to NISSABA among the 100 brands in competition, in recognition of the efforts of Sébastien Tissot and Éric Stucky de Quay to launch a virtuous, eco-designed and transparent brand.

**Marie Claire UK:** the brand was recognised as one of the 100 committed brands to follow and received the "Marie Claire UK Sustainability Awards 2023".





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