

ULRIC DE VARENS

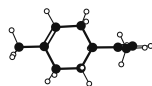
PARIS

UDV BLUE · EAU DE TOILETTE · 100 ML · \$19.99

You already make it. Nobody can see it.

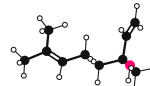
Perfume is the only beauty product a customer can't see, can't touch, can't try online. So they judge it by the one thing they *can* see: the price. At \$19.99 that is not fair to what's inside this bottle — forty-five years of French perfumery, composed by master perfumers, made in France.

You say it on every box. This is how you make it visible.

**TOP · LEMON****Limonene** $C_{10}H_{16}$

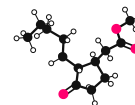
The molecule that makes lemon peel smell like lemon peel.

PubChem CID 22311 · MMFF94 geometry · 26 atoms

**TOP · LAVENDER****Linalool** $C_{10}H_{18}O$

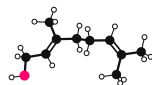
Lavender's calm.

PubChem CID 6549 · MMFF94 geometry · 29 atoms

**HEART · JASMINE****Hedione** $C_{13}H_{22}O_3$

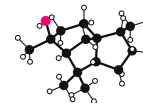
The jasmine heart. In nearly every fine fragrance composed since 1966 — including yours.

PubChem CID 102861 · MMFF94 geometry · 38 atoms

**HEART · GERANIUM****Geraniol** $C_{10}H_{18}O$

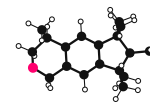
Named after the geranium; a rose petal keeps the same molecule.

PubChem CID 637566 · MMFF94 geometry · 29 atoms

**BASE · CEDAR****Cedrol** $C_{15}H_{26}O$

The heart of cedarwood.

PubChem CID 65575 · MMFF94 geometry · 42 atoms

**BASE · MUSK****Galaxolide** $C_{18}H_{26}O$

Clean skin, fresh linen.

PubChem CID 91497 · MMFF94 geometry · 45 atoms

A molecule doesn't know what bottle it's in.

The jasmine heart of the most expensive perfume on the shelf and the jasmine heart of UDV Blue are the same molecule. Fine perfumery is not defined by the price on the box — it is defined by what is inside it. A prestige house cannot say that — it undoes its own price. An imitator cannot say it — no house, no perfumers, no Paris, no 1981 behind the words. An original French house at an honest price is the only one who can. That is you.

We show the perfumery molecules behind each note you publish — never the formula. That stays where it belongs: with your perfumers.



Don't take my word for it. Measure it.

1

One hero fragrance.

UDV Blue gets its molecular signature — this experience — embedded on its product page, plus a QR code on a test batch of boxes that opens it on the phone.

2

Ninety days, half and half.

Half your visitors see the module, half see today's page. We compare conversion and add-to-cart on your own store data. Thresholds agreed before we build.

3

If it lifts, it rolls out.

The engine is built once; every fragrance in the catalog gets its signature. Then a monthly layer: a fragrance finder that guides shoppers by scent family, and QR analytics from the shelf.

WHAT WE MEASURE

CONVERSION

ADD TO CART

TIME ON PAGE

RETURNS

QR SCANS

3D product experiences report strong lifts in other categories — furniture, fashion. Fragrance has never had one. So let's not trust averages: let's measure yours.

This isn't a web page. It's proof, on your product page, that what you already claim is true.



OPEN ON YOUR PHONE

Scan to open the experience