

ESSENCE *of* AI

ARTEFACT'S OLFACTIVE ESSENCE



A UNIQUE IMPRINT BORN OF TWO WORLDS
A HOUSE OF PERFUME & A HOUSE OF AI

ARTEFACT + ROBERTET

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When technology combines with the subtle art of perfume, a creation emerges that above all celebrates humanity and its imagination.

Essence of AI was born from the unique meeting between Artefact, a pioneer in artificial intelligence, and Robertet, an emblematic perfume house and undisputed reference in natural ingredients. This unique fragrance olfactively translates Artefact's signature identity thanks to the innovative power of NaturIA, a visionary tool resulting from their collaboration.

NaturIA uses artificial intelligence to accelerate the creative process while enhancing the perfumer's unique expertise and sensitivity. By subtly capturing Artefact's visual and narrative codes, NaturIA demonstrates that data, far from replacing humans, exalts creativity and reveals its full richness.

This exceptional synergy between technology and artisanal know-how gives life to a fragrance that goes beyond a simple perfume to become a true artistic expression, a sensory journey reflecting all the olfactory facets of a unique identity.

Through this emblematic creation, Artefact affirms its desire to continue its exploration in the creative fields, enriching its identity thanks to a unique olfactory signature. Robertet, for its part, reiterates its commitment to push the boundaries of innovation in perfumery ever further, while preserving the authenticity and sensitivity specific to each perfumer.

Essence of AI thus symbolizes the harmonious meeting between humans and technology, valuing each talent and each vision to offer a resolutely contemporary sensory experience.

The Essence of AI



TOP NOTES

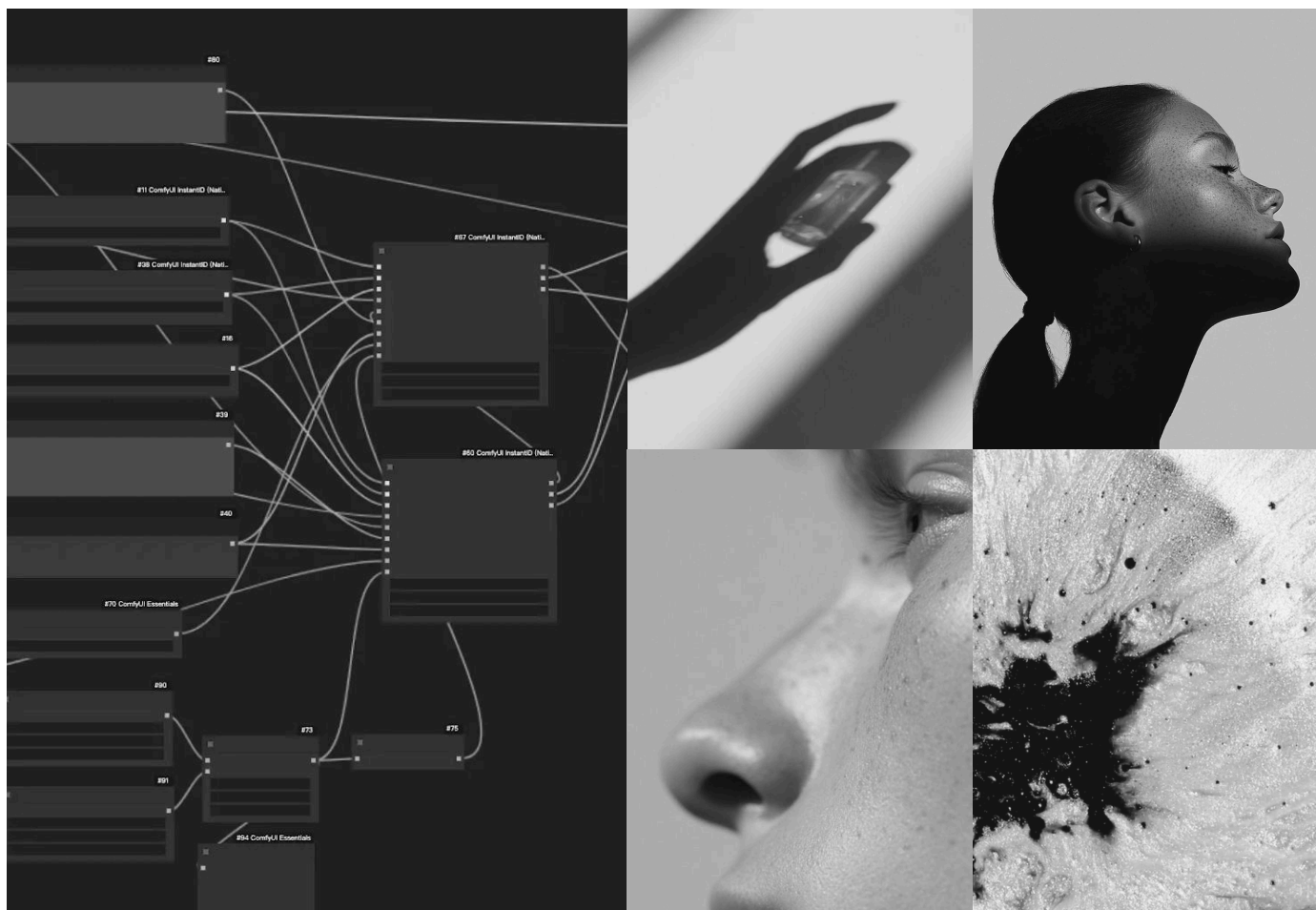
Lemon Essence
Tangerine Essence
Sichuan Pepper CO2 Absolute

HEART NOTES

Rose Absolute
Nutmeg Java

BASE NOTES

Leather Accord
Musk



[N] NaturIA [Olfactive brief answer] :

The fragrance embodies the cold, metallic precision of technology and data-driven innovation, represented by sharp, ozonic top notes and metallic aldehydes. This is the 'Fact' dimension of Artefact, evoking the calculated brilliance of artificial intelligence and structured logic.

The scent transitions into a vibrant, creative heart, symbolizing the 'Art' dimension. Warm, resinous amber and smoky spices represent the human touch, creativity, and the bold, intuitive energy of artistic expression.

The fragrance achieves a harmonious balance between the two dimensions, blending the cold, analytical sharpness of metallic notes with the warm, textured richness of florals and woods. This duality captures the essence of Artefact's philosophy — Art and Fact in perfect synergy.

The overall composition is a bold olfactory signature that juxtaposes opposites into unity. It is a scent tapestry that mirrors Artefact's unique identity, where cold, metallic intelligence seamlessly intertwines with vibrant, intuitive creativity.

ABOUT ARTEFACT

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our 1700+ employees operate in 24 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit [Artefact.com](https://www.artefact.com)

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ABOUT ROBERTET

For Robertet, Nature is a craft deeply rooted in excellence. In the passion for the ingredient. It's the seed of a family spirit, carefully passed down from one generation to the next. A seed that has grown sustainably to offer tailored customer support.

Robertet stands as the roots of a company established in Grasse, where its unique expertise in crafting fragrances, flavors and active ingredients, has blossomed into a unique art of awakening senses to spark emotions.

It embodies the nurturing of a strong heritage, already turned towards the world and the future. It's a burgeoning harvest, with perpetual innovations dedicated to the brands that trust us. It's an ecosystem in full transformation where the art of nature and the freedom to invent, form the essence of a visionary venture.

This passion for the ingredient is more than a calling. It's the promise of always doing better, together. To focus on the living, using cutting-edge technologies to protect it and extract...
Naturals of tomorrow.

For more information, please visit [Robertet.com](https://www.robertet.com)

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