



SPEZIERIE PALAZZO VECCHIO

Tradition and Innovation in Artisan Perfumery

Spezierie Palazzo Vecchio is a brand that represents the union of science, nature, and a deep passion for authentic beauty. Founded in 1989 under the direction of Dr. Giovanni Di Massimo, the brand stands out for creating medical cosmetics, perfumes, and phytotherapeutic products formulated with natural raw materials, blending tradition and innovation. Spezierie Palazzo Vecchio is the result of a long tradition that merges science, nature, and authentic beauty. Founded in 1989 by Dr. Giovanni Di Massimo, the brand represents a perfect balance between niche artistic perfumery, phytotherapeutic supplements with a high concentration of active ingredients, and cosmetic innovation that always looks to traditional pharmacy practices. With a strong connection to Italy's historical and cultural heritage, the brand reflects a philosophy rooted in a deep vision of beauty, inspired by the Renaissance, family traditions, and a commitment to excellence.

Spezierie Palazzo Vecchio is more than just a brand; it is a story of family, research, and passion. Every creation is born with the goal of combining quality, effectiveness, and authenticity. Our cosmetics, supplements, and perfumes are formulated with carefully selected natural ingredients, reminiscent of ancient remedies that echo pharmacy, listening, and tradition. They are fragrances that evoke the refinement of the Tuscan countryside, the Florentine history, and even the warmth of the Adriatic Sea, which inspired Dr. Di Massimo.

Our Story

In the 1960s, in the small pharmacy in Corvara, a young pharmacist began his professional journey with a deep respect for nature and its benefits. This pharmacist was Dr. Giovanni Di Massimo, and from the beginning of his career, he was fascinated by the power of plants, not only for their healing properties but also for their evocative aromas. His first cosmetics—arnica, tea tree oil cream, and chamomile and calendula—were born from this deep connection to phytotherapy. A pharmacist graduate from the University of Urbino, he wrote a highly advanced thesis for his time on the chemistry and physiological interaction of medicinal plants and the therapeutic action of certain cannabinoids.

The story of Spezierie Palazzo Vecchio thus begins in 1965 when Dr. Giovanni Di Massimo was appointed as the owner of the pharmacy in Corvara, a small Alpine village in the Dolomites. Here, in the heart of the mountains, he began his career as a pharmacist and immediately gained recognition. Among his clients were skiers and tourists, who quickly learned to recognize his name. His pharmacy became a point of reference for small daily needs and for the preparation of ointments such as arnica for muscle issues and contractions. Dr. Giovanni Di Massimo, with his attentive and professional approach, began to build a loyal clientele, who sought him not only for his expertise but also for his ability to listen and understand the needs of each person.

There followed 10 years of training and work as a pharmacist, which provided him with knowledge of active ingredients, interactions between medicines, diagnoses, and issues, making him a unique pharmacist—one you call for anything because he always answers and is a true reference for his patients. This focused approach to active listening and personalized consultation would later form the foundation of his business.

In the late 1970s, his research took him beyond the pharmacy: he took a sabbatical year to study plants from a new perspective, exploring not only their therapeutic properties but also their olfactory dimension. It was then that he realized the extraordinary power of olfactory memory: a fragrance is not just a scent; it is a sensory journey that recalls emotions, images, and memories, thanks to those plants he was so fond of.

In 1978, after years of experience in pharmacy and growing passion for medicinal plant research, Dr. Giovanni decided to take a sabbatical year. This period of reflection and study became crucial to his formation. During this year, he devoted his time to researching medicinal plants, growing them himself in his garden at his country house between Fano and Urbino. The Marche region, with its landscape overlooking a calm Mediterranean Sea, inspired his approach to perfumery: raw materials that belong to everyday experiences—the scent of jasmine on a summer evening, freshly cut bergamot, the salt on skin after a day by the sea. From this, the idea of creating perfumes with a soul emerged: scents that awaken memories and convey authentic emotions.

This represents the moment when Giovanni definitively developed his vision: to combine his pharmacological knowledge with the art of perfume formulation. In the late 1980s, after returning to Florence for family reasons, Giovanni immersed himself in the city's rich artistic and cultural heritage. Florence, even during the Renaissance period thanks to Catherine de' Medici and her famous perfumers called *Muschieri*, was considered the World Capital of Perfume Art. During his research, he discovered a reprint of the manuscript by Caterina Sforza de' Medici, *Experimenti de la Exellentissima Signora Caterina da Furlj*, preserved in the National Library of Florence. This ancient text, rich in formulas and secrets about the properties of plants, reignited his deep interest in historical perfumery. He also bought a 19th-century reprint of the book by Giovanventura Rosetti, *Notandissimi Secreti de l'arte Profumatoria*, which collected many of the recipes from Caterina's manuscript.

These documents became a source of inspiration for him, pushing him to revive an ancient art rooted in the Renaissance.

In 1989, he founded Spezierie Palazzo Vecchio. The following year, in 1990, the company officially took shape with the opening of a laboratory and an herbalist shop in the heart of Florence, in a small yet incredible 300-year-old space where time seems to have stopped. From the very beginning, the shop stood out as a unique brand, offering a synergy of pharmaceutical products, cosmetics, and a selection of ten perfumes. The first fragrance created was a tribute to his muse: "Caterina de' Medici."

Spezierie Palazzo Vecchio became the meeting point between alchemy and research, the love for medicinal plants, and the fascination with their properties and smells: supplements that nourish from within, cosmetics that respect the skin, perfumes that intertwine memory and senses. A symbol of experience, curiosity, and care.

"Next to Palazzo Vecchio in Florence, there is a small alley and a small shop that, if you look straight ahead, you might not even notice, but I assure you, it's worth entering to take a peek at the myriad of products inside. It's a well-stocked herbalist shop with perfumes, many fragrances for every taste."

"It's a small shop that passes almost unnoticed compared to other perfumeries in the area, but very likely, here you will find the best perfumes in Florence. They are very special perfumes, created from natural essences."

Over the years, Spezierie Palazzo Vecchio grew, continuing its vision with dedication and research. By 2000, its products were being distributed through select retailers, with a trusted partner in California. The quality of the formulations and the uniqueness of the fragrances led the brand to become increasingly recognized by partners seeking excellence and authenticity in the niche perfume world. In 2011, the e-commerce site was launched, and every year, a new fragrance came to life, enriching an olfactory journey that

intertwines memory, nature, and science. Spezierie Palazzo Vecchio is the meeting of alchemy and research: supplements that nourish from within, cosmetics that respect the skin, perfumes that intertwine memory and senses. An ancient knowledge that lives in the present.

Since 2015, Spezierie Palazzo Vecchio has undergone a generational transition with the leadership of Francesca Di Massimo, who has continued the company's growth with a vision focused on innovation and sustainability, while never losing its connection to Florentine tradition. As CEO for over 10 years, Francesca brings with her a solid background in marketing, phytotherapy, and artistic perfumery. After completing a Master's in Applied Phytotherapy at the University of Niccolò Cusano in Rome, with research on the bioavailability of phenolic compounds, she furthered her knowledge of fragrance formulation at Cinquième Sens in Paris.

With Francesca Di Massimo's entry, Spezierie Palazzo Vecchio embarked on a transformation and growth path, strengthening its identity in the artistic perfumery and phytotherapy sectors. Thanks to her strategic vision, the brand consolidated its presence both in Italy and abroad, expanding its distribution network and introducing new digital strategies to reach a broader audience.

In 2023, this growth journey reached a new milestone with the purchase of a new olfactory laboratory, a space dedicated to sensory experiences, training, and fragrance experimentation. This new investment allows Spezierie Palazzo Vecchio to offer an even deeper immersion into the art of perfumery, making the connection with the world of essences even stronger and more engaging. At the same time, the company continues to expand its team, welcoming new professionals who contribute their skills to the brand's growth. The expansion of the team has strengthened the research and development area, improved production efficiency, and implemented innovative marketing strategies, making Spezierie Palazzo Vecchio an increasingly important reference in the industry.

Our Product Lines

Spezierie Palazzo Vecchio offers three distinctive lines, born from a craftsmanship tradition that combines research, quality, and a passion for the art of perfumery, cosmetics, and natural wellness.

- **I Profumi di Firenze – Dottor Di Massimo** (registered trademark since 2013): This line encapsulates the essence of our perfumery art, offering Eau de Parfum and concentrates that tell unique olfactory stories. Our creations are inspired by two exclusive collections: the *Collezione Antica Vintage* and *Collezione Rinascimento*, both Eau de Toilette with a prevalence of high-quality natural raw materials. Extracted from plants, flowers, fruits, spices, resins, and woods, all carefully selected for their purity and authenticity, like our Madagascar Vanilla, The Kerala Pepper and Malaysian Sandalwood. Each oil has an aromatic profile that reveals itself gradually over time, unveiling a complexity of scents that respects the perfect balance between top, heart, and base notes. Our perfumes are characterized by a richness that makes them enveloping and balanced, capable of embracing and enhancing every single aspect of the fragrance. Our commitment to quality is guaranteed by thirty years of collaboration with selected and trusted suppliers, which allows us to use only the finest raw materials. Each creation is a tribute to the artisanal tradition of Florentine perfumery, enriched with a touch of innovation, to offer unique and unforgettable sensory experiences.

- **La Cosmetica Fiorentina – Dottor di Massimo** (registered trademark since 2015): A cosmetic line that expresses care and attention for the skin and hair, consisting of:
 - **Facial Line**, advanced formulations to nourish, protect, and enhance the skin.

- **Body Line**, treatments that combine natural ingredients and effective active principles.
 - **Hair Line**, products designed for hair well-being and beauty
 - **Oils and soaps**. A beauty and wellness laboratory: only highly concentrated natural active ingredients. The cosmetic line from Spezierie Palazzo Vecchio prioritizes the use of preservatives, sequestrants, antioxidants, and surfactants of exclusively plant-based origin, such as Benzyl Alcohol, Dehydroacetic Acid (a sequestrant extracted from rice bran), Phytic Acid, a natural mixture of Ascorbyl Palmitate and Free Tocopherol. We rigorously avoid components whose safety is not scientifically guaranteed, such as Paraffins, Vaseline oils, Parabens, Lauryl Alchil-Sulfates, traditional Chelants like EDTA, Synthetic Antioxidants like BHA and BHT, and aggressive chemical surfactants. The production laboratory of our cosmetics is ISO 9001, ISO 13485, and ISO 22716 certified and adheres to GMP at all stages of production.
- **Natural Supplements – Dottor di Massimo**: A range of phytotherapeutic supplements formulated by Dr. Di Massimo since the 1970s, characterized by phytotherapeutic formulas based on herbal tradition and scientific research. All supplements have been notified to the Ministry of Health since 2000, when the formulation and production of supplements were officially regulated in Italy. Since then, each product in the line has been regularly notified, ensuring quality, safety, and effectiveness. All **Dottor di Massimo Natural Supplements** are of high concentration, formulated with highly concentrated active ingredients to ensure maximum efficacy. Each formula is designed to guarantee a real benefit, thanks to the synergy between the ingredients and their high bioavailability. "Nature is the World's Largest Pharmacy." **The Food Supplements** contain natural active ingredients and

essential nutrients for the well-being of the person and the physiological maintenance of the body's health (vitamins, minerals, enzymes, and plant proteins). All supplements are registered and approved by the Ministry of Health. Each supplement contains highly concentrated active ingredients (high-potency dry extracts), selected by the Doctor to perform a synergistic and complementary action, thus increasing their effectiveness and safety. Each formula takes into account the results of clinical studies conducted to test the therapeutic properties of various active ingredients. These studies are reported in the World Health Organization's medicinal plant monographs or scientific publications.

Each line is the result of a balance between tradition and innovation, with the aim of offering authentic and high-quality sensory experiences and solutions for well-being.

The Inspiration Behind Our Perfumes

Every perfume created by Spezierie Palazzo Vecchio is the result of a unique olfactory vision, formulated entirely within our company. Since the beginning, the fragrances have been conceived by us: initially by my father, the founder of the first generation, and now by me, Francesca Di Massimo, in the second generation of the company.

With the first generation, the inspiration behind our creations developed around five major pillars:

1. Nature

An inexhaustible source of inspiration, with fragrances that highlight pure and authentic raw materials. Nature is an infinite source of inspiration for perfumery, drawing from its purest and most authentic ingredients to create fragrances that evoke deep emotions. Natural notes, such as fresh flowers, aromatic herbs, woods, and citrus, evoke unique olfactory memories, capable of transporting us to distant places or awakening intimate, personal memories. Each perfume, inspired by

the richness of the natural world, tells a story of balance between purity and intensity. The use of natural essences not only enriches our sense of smell but also establishes a deep connection with the earth, which becomes the beating heart of every composition. The search for fresh, organic, and high-quality ingredients is the foundation of fragrances that celebrate the beauty of nature, offering an authentic and enveloping sensory experience.

- **Mirto Imperiale** – the aromatic strength of Mediterranean myrtle.
- **Rosa di Damasco** – a tribute to Damask rose.
- **Patchouli Rosso** – patchouli in a warm, spicy form.
- **Bergamotto Calabro** – Calabrian bergamot in all its freshness.
- **Arance di Sicilia** – the sunshine of Sicilian citrus.
- **Brezza di Mare** – the salty freshness of the sea.
- **Costa Mediterranea** – a journey through the essences of the Mediterranean.

2. Florentine Renaissance Perfumery

The Florentine Renaissance has left an indelible mark on the art of perfumery. This period inspired the elegance and refinement of fragrances, which, like the artistic masterpieces of the time, sought perfection through harmony of contrasts. The passion for discovering precious materials led to the discovery and use of rare and precious essences, reflecting the attention to quality and beauty that distinguished Renaissance Florence. The connection between art and science, where alchemists and apothecaries became pioneers in the distillation of flowers and plants, laid the foundation for a perfumery that was not just an aesthetic matter but also a technical and experimental one. The symbolism of fragrances in the Renaissance represented not only luxury but also a vehicle for cultural and spiritual messages, used

in courts and churches as symbols of status and devotion. Finally, the fusion of perfume and the beauty of nature inspired the creation of essences that evoke the harmony of Florentine gardens, where nature and man met in perfect aesthetic balance.

- **Caterina de' Medici** – a tribute to the woman who brought Florentine perfumery to France.
- **Spezie dei Medici** – an enveloping blend of spices and precious woods.
- **Elisir dei Medici** – an intense and mysterious fragrance inspired by ancient perfumed elixirs.

3. Tuscany and Florence

Our land, with its history and landscapes, has always inspired olfactory creations that capture its soul: the delicate scent of the lily, the symbol of Florence, blending with the freshness of mountain air; the intensity of lavender growing in Tuscan fields, with its citrusy and floral fragrance, evoking the warm Italian summers; the enveloping, full-bodied scent of Chianti, evoking vineyards bathed in sunlight and the smell of earth blending with fermenting wine; the freshness of the Boboli Gardens, where the breeze carries with it notes of aromatic herbs and flowers in full bloom, and the scent of damp earth along the banks of the Arno, mingling with the history of a city that saw the birth of the greatest minds of the Renaissance. Every corner of Florence and Tuscany tells a unique story through its olfactory landscape.

- **Oltrarno** – the elegance and mystery of Florence at night.
- **Tuscania** – an ode to the landscapes of the Tuscan countryside.
- **Acqua Mirabile odorosa di Firenze** – the colors and scents of a romantic and joyful city.

- **Primavera Firenze** – the celebration of the rebirth and beauty of the city.
- **L'uomo di Pitti** – the timeless charm of Florence.

4. **Memory**

Some perfumes are born to preserve memories and tell olfactory stories that evoke the past. Olfactory memory is a secret key that connects us to the past, an invisible thread that guides us through emotions, places, and distant moments. Every fragrance contains a story, a memory that awakens as soon as our nose captures a familiar note. Perfumes can indeed evoke images, sensations, and stories with a power that few other perceptions can match. Olfactory memory feeds on what surrounds us, the places we love, and the experiences we live, turning every scent into an indelible trace in our hearts. "The self is the sum of its perfumes."

- **Legno Amaro** – a fragrance that embodies the strength and depth of memory.
- **Hayan** – Dedicated to memory. "Do not give up, please do not surrender, there is still life in your dreams, because every day is a new beginning." Hayan is a call to resilience, a tribute to courage
- **Cuoio di Russia** : "I remember the summer evenings when I, still a child, already felt like a part of the men in my family." The smell of cigars, smoke, and leather gently dissolved into the cool night air that was approaching.

5. **Music**

Music has always accompanied our olfactory search, inspiring perfumes capable of transmitting emotional sounds transformed into essences. Music has always inspired our olfactory research, creating a link between sounds and essences. Musical notes, like melodies, can evoke emotions transformed into fragrances. A guitar chord can become a delicate floral note, while a powerful rhythm translates into intense woody scents. Thus, music and perfumery merge into an invisible language that awakens the senses, telling stories without words.

- **Il Fiume e Il Salice:** born from the emotion of the song by Vecchioni *Il Fiume di Salice*, now transformed into Cashnere, a fragrance that continues to tell this musical suggestion.

The Second Generation: Art, Memory, Emotion, and Cultural Integration

With the second generation, led by Francesca Di Massimo, the inspiration expanded to embrace new areas:

- **Art**, as a creative expression that dialogues with the world of perfumery. → **Asli**, a fragrance inspired by authenticity, created together with a Syrian painter. Inspired by the meeting of Rand Nezha (painter), Samer Andrews (musician), and Francesca Di Massimo (perfume creator at Spezierie Palazzo Vecchio). Syria and the Western World come together. A pictorial narration, a song, a fragrance, a single inspiration: the authenticity of being. Born from a deep inspiration, far from market trends. It is a fragrance that tells a story, an experience that goes beyond the mere product. Its creative process is the result of a collaboration that unites perfumery with other forms of art, creating an emotional dialogue between different disciplines. In this journey,

friendship and sharing played a fundamental role, enriching the project with an authentic connection between those who conceived it and those who lived it. Asli is, therefore, more than a fragrance: it is an experience born from passion, art, and the bonds that create a new vision of perfume.

- **Memory**, to evoke emotions and memories through fragrances.
 → **1941**, a perfume that contains the strength of memory and history, dedicated to the father, Dr. Di Massimo, born in 1941. It is a perfume that tells a story of deep bonds, a tribute to a moment of meeting between generations. Francesca dedicated this fragrance to Giovanni. At the heart of 1941 lies a tension of individualism, almost as if the perfume itself were an act of personal affirmation, but at the same time it is tinged with a tenderness typical of family bonds. It's the father saying "I'm proud of you," but also the uncertainty of wanting to live up to his expectations, to make him happy while trying to escape his shadow. The fragrance embodies a fragile balance between the need to be oneself and the desire to affirm unconditional love, but still tied to the past. The raw materials, such as licorice, cardamom, mint, and incense, are chosen to evoke a sense of intimacy and lasting connection, but also mystery and a desire to explore. The licorice, sweet and intense, intertwines with the cardamom, a spice evoking memories of tradition and refinement. Mint brings a freshness that recalls the breath of youth, while incense suggests a deep connection to spirituality and serenity. These notes come together, creating a feeling of freedom from expectations, but also of a bond that transcends time and space. Completing the meaning of this fragrance is the birth year of the grandfather, who was born in a small village near Pescara, from a

father who was a doctor and a mother who was a housewife. His life, roots, and family context further enrich the soul of this perfume, binding the past and present in a single, unforgettable olfactory story. 1941 is a perfume that tells a story of evolving affection, growth, and unconditional love, a hymn to the complexity of family bonds.

- **Emotion**, the heartbeat of every olfactory experience, finds its full expression in **Olimpia**, a fragrance designed to capture the essence of the most intimate emotions. The **La Fonderia** art gallery in Florence hosted the exhibition *Legami e Libertà: l'equilibrio possibile*, a project by **Fondente** in collaboration with **Spezierie Palazzo Vecchio**. The dialogue between Francesca Di Massimo, creator of Olimpia, and Syrian artist Rand Nezha gave life to a fragrance and two paintings that explore the theme of bonds. Fondente, which promotes the territory through contemporary art, involved six artists who, inspired by the raw materials of Olimpia, created works that transform the olfactory experience into a sensory journey merging visual art and perfume. "This exhibition unites the world of perfume with the world of art," says Francesca Di Massimo, emphasizing how every fragrance is an emotion that tells stories, evoking memories and sensations. The artists created a unique experience, where tradition, memory, and art intertwine in a shared narrative.
- **Cultural Integration**, to connect different worlds through the universal language of perfume. → **Mudan, Kerala**, creations that celebrate the dialogue between cultures. **Mudan** arises from the meeting of Western and Chinese cultures. The name refers to the

peony, symbolizing the meeting between fleeting beauty and the pursuit of immortality, central themes in Cao Xueqin's literary masterpiece *Dream of the Red Chamber*. The fragrance intertwines dream and reality with fresh notes of lemon and cardamom, a floral heart of peony, rose, and tuberose, and a warm base of oud, cedar, and amber, enriched with gourmand accents of tonka bean, chocolate, peach, and vanilla. It represents the enchanting lightness of being that cannot do without passion and spirituality.

Today, tradition merges with a contemporary approach to create fragrances that tell stories, evoke emotions, and carry forward a heritage built on research, quality, and passion.

In our meticulous research, the art of perfume meets that of cosmetics, where each formula is designed to respect the skin and body, with highly concentrated treatments created for those seeking the best in efficacy and refinement. Every product by Spezierie carries a balance between well-being and aesthetics, with a deep connection to the past, while pushing towards a sustainable and conscious future.

In the world of supplements, the high concentration and synergy of our preparations ensure tangible results, while the care in ingredient selection makes it a premium experience for those looking to invest in their well-being deeply. Every formula is a concentrate of natural power, designed for those who desire something more, combining science, nature, and innovation.

In conclusion, Spezierie is much more than a brand: it is a sensory journey guiding the rediscovery of oneself through unique fragrances, treatments, and supplements, reflecting the truest luxury, made of details and a commitment to the future.