

# **Seductive Scents**

## **A Guide to Empowering Without Overpowering**

Since fragrance was first made popular in France, it has been used to entice, delight, and entrance.

### **Fragrance Categories**

The fragrance category is determined by its ingredients. Here are some common fragrance categories.

#### **1. Citrus**

These fruity fragrances include lemon, lime, orange and peach. They are light, tangy, fresh, and clean, and work well with light skin. The fragrance relates to spring and to morning.

#### **2. Floral**

Made of one flower, such as rose, jasmine or lilac, these fragrances are classic, feminine, soft, easy, and light. The fragrance relates to spring-summer and to late morning-early afternoon.

#### **3. Floral Bouquet**

A blend of flowers introduces more complexity. The fragrance is feminine, romantic, alluring and seductive. Watch out! The fragrance relates to summer and to mid—afternoon.

#### **4. Spicy**

Spicy fragrances include vanilla, cinnamon, and ginger. They are warm, natural, exciting, lively, and intense. The fragrance relates to early autumn, and to late afternoon-early evening.

#### **5. Woodsy-Mossy**

These chypre fragrances are often made up of oak moss, sandalwood, and fern. They are natural and casual, and great for people who are authentic with deep reserves of

power and energy. They harmonize well with a medium to deep skin tone. The fragrance relates to late autumn and to evening.

#### 6. Oriental

These heavy, deep fragrances are made of musk, balsams, or exotic flowers. They are mysterious, dramatic, and powerful, and work well with a deep skin tone. The fragrance relates to winter and to night.

#### 7. Aldehydic or Contemporary

These essences may be natural, synthetic or a combination. Because of this, they may be similar or dissimilar to the other six categories. Generally, they are modern and unique.

### **Fragrance Forms**

Fragrance comes in a variety of forms. Alcohol is used as a carrier of the scent; however, the higher the alcohol level, the faster the essence dissipates and is lost. Here is a listing of fragrances in order from the most pure form, to the least concentrated form.

1. Perfume
2. Eau de Parfum
3. Eau de Toilette
4. Cologne (for women or men)
5. Eau Fraiche
6. After-shave lotion (for men)

### **Choosing a Fragrance**

Your individual body odour is characterized by age, hormones, pigmentation, health, nervous stress, medication, diet, body heat, smoking, perspiration, air pollution, time of day, weather, climate, etc. The fragrance combines with your own body chemistry, so that the effect can vary from person to person.

Try on new fragrances in the afternoon, when your sense of smell is keener. Experiment with no more than 3 at a time; you may need to smell a coffee bean to 'cleanse the nose palette'.

## **Fragrance Notes**

Once you put on a fragrance, it typically takes about one hour for the scent to go through the three stages – called notes – to get to the heart.

1. Top note: this is the fragrance within the first 10 minutes of application.
2. Middle note: the top note deepens into the middle note, which can last up to an hour after application.
3. Base Note: this is the heart of the fragrance, after it has had an opportunity to interact with your body chemistry.

## **Using Fragrance**

Fragrance use has become a sensitive subject over the last decade. As many people are allergic, caution needs to be exercised as to when to indulge. Generally, it's best to avoid wearing fragrance in business situations. When you do wear it, do not over-indulge! You may not be able to detect the fragrance on you, but others can.

Here are some tips on using a fragrance.

- Apply to pulse points, especially lower areas, as scent rises. Avoid behind the ears, as this is a particularly sensitive place. Spraying the air and then walking through it just makes very expensive air.
- Once you put on the fragrance, do not rub it in. You are crushing the fragrance.
- Do not wear in the sun, as the combination with UV rays may cause a negative reaction.
- Do not let fragrance touch your hair, as it can cause damage.
- Do not spray on natural fabrics or precious stones, as it can cause damage.

- Store in a cool, dark place, and avoid exposing to extreme temperature changes.

Have a 'scent'sational time choosing your fragrance!

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