

UNDERSTANDING THE COMPLEXITIES OF FRAGRANCES

The majority of perfumes are created by combining three layers of scents called notes which are usually a combination of natural essential oils and synthetic scents and fixatives that lead the top note through to the middle note to the base. The Top Notes contain the most volatile oils/scents. This is why it is essential not to rub the spray when first applied as it will crush these delicate molecules and could change the character of the fragrance.

Perfumes are a complex combination of natural materials - essential oils and synthetic products that help to increase the fragrance's staying power and heighten its smell.

Alcohol is the base liquid of the produce and it is the ratio of alcohol to perfume concentrates that determines whether the product is Eau de Perfume or Eau de Toilette.

It is recommended that, like the perfume, the fragrance should be worn in layers commencing with the shower, followed by a body lotion etc and finally completed with a layer of perfume or eau de perfume on all the pulse points starting from the ankle to the head. This is because the scent of the fragrance rises and is lost within a few hours if only applied to the area of the head.

50% of the fragrance is formulated with long lasting base notes. All perfumes need to be re-applied within 3-4 hours even though some base notes can last longer.

Perfume or Extract or Extrait Perfume contain between 15-40% of perfume concentrate. This is the purest form and most expensive of 'perfume'.

Eau de Perfume contains 15-20% of perfume concentrate and is the most popular form of 'perfume'. It has the same characteristics as Perfume and similar staying power as perfume. However 70% of the fragrance is lost after a few hours.

Eau de Toilette contains 5-10% of perfume oil. It is a much lighter scent that doesn't linger for long. It was originally developed as a refreshing morning body splash. It has very few characteristics of the original perfume and 80% of its fragrance is lost within a few hours. It is not recommended to spray onto pulse points as the fragrance will disappear even faster. Ideally spray onto a hair bush and brush through the hair.

Eau de Cologne contains 1-10% of perfume oil. Originally developed for men and is a light fresh fragrance with citrus oil. For women fragrances it is known as **Eau Fraiche** or **toilet water** and contain 2-5% of perfume oil.

Aftershave 5-10% perfume oil.

Splash Cologne is toilet water with 1-3% perfume oil.

Creams, lotions, deodorants, hairspray, shower gel, soaps etc contain 0.5-2% concentration of perfume oil.