

Fragrance Trends 2008

The home fragrance market continues to respond to consumer demand. New concepts have spurred growth, while aesthetics plus the desire for clean freshness have broadened product appeal. Fragrance continues to be an expressive palette through which emotions may be expressed. We can expect a global viewpoint, new eco-consciousness and corporate philanthropy to motivate fragrance choices and delivery systems. Terms such as recyclable, green, organic, sustain-

ability and wellness benefits will find their way into the fragrance market. Exotic fruit notes will emerge



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to capture the imagination of the well-read, well-traveled consumer. Global influences will con-

tinue to be a source of inspiration. Water fresh fragrances through fruits, flowers, and herbs that result in the most pure, fresh and clean fragrances will be strong in 08. We will also see inspiration from the world of flavors, like juicy fruits and zesty citruses. In terms of fruit trends, there’s a trend toward healthy fruits, including blueberries, raspberries, and pomegranate.

As long as ideas, raw material sources and creativity thrive, many fragrant options will appear on the fragrance horizon.

A Nose for the Seasons

Years ago, a “seasonal” fragrance consisted of a simple pine or cinnamon scented candle perched on the fireplace mantle—and that was it. Today, however, the selection of seasonal fragrances go well beyond the obvious and are as irresistible as they are innovative. Fall is a sea-

son that conjures up images and smells of baked goods, crisp fruits and mulled ciders. Blends of orchard apples infused with rich nutmeg, spicy cinnamons and clove. It can make your home smell as if a freshly baked apple pie is in the oven. The spices waft through the air, and if you

don’t have visitors believing that you’ve been baking, it is a vision you can enjoy yourself.





Different Forms of Fragrance



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FOR HER

PERFUME — The strongest, longest-lasting fragrance form. Apply at all the pulse points. The heat of the body at these points will assure a well-balanced fragrance application.

EAU DE PARFUM — Found in many of the fine fragrance collections, it assures a long-lasting concentrated application and prepares the skin for the perfume application.

TOILET WATER — Less concentrated than Eau de Parfum.

FOR HIM

COLOGNE — Men's cologne is usually the most concentrated and lasting form of fragrance, blending natural essential oils and aroma molecules. Like perfume, a fine cologne may contain several hundred different ingredients. Since fragrance rises, it should be splashed or sprayed on the body from the feet up.

AFTERSHAVE — Next in strength to cologne, it is also made of perfume oils

in a hydro-alcoholic solution. Created to be applied to the face, there are two forms of After Shave Lotions — one features cooling astringent qualities to heal small nicks and cuts. The other, a relatively new development in After Shave Lotions, incorporates ingredients which moisturize and smooth the skin. The scent is formulated to perform for a short time.



Why Smell Coffee Beans?



When smelling too many intense scents, the sense of smell can become saturated, making it hard to discern the difference between fragrances. Sniffing the scent of coffee beans can actually clear your nasal passages, in the same way that sorbet is served to cleanse the palate between courses in a restaurant. It is sort of like a reset button for your nose.



Tips & Tricks Using Essential Oils

1. For scentsational smelling towels, place a few drops of essential oils onto a small piece of terry cloth and toss into the dryer while drying.
2. For tired muscles, mix one part Lavender, Rosemary or Peppermint to 4 parts vegetable oil and use as a massage oil.
3. Ease headache pain by rubbing a drop of Rosemary and Lavender oil onto the back of your neck.
4. Cypress, Cedarwood, Frankincense and Pine all make wonderful firewood oils. Drop 2-3 drops of oil on a dried log and allow time for the oil to soak in before putting on the fire.
5. For a restful night sleep, place 1 or 2 drops of Chamomile or Lavender on your pillow.
6. Problem with mice or ants? Place several drops of Peppermint oil on cotton balls and place them at problem locations.
7. Rosemary promotes alertness. Inhale during long car trips.
8. Smelly shoes can be remedied with a few drops of lemon oil dropped into the shoes.

