



# Fragrance *focus*

ADDRESSING THE FACTS AND FUN OF FRAGRANCE  
YESTERDAY, TODAY AND TOMORROW

*In every age, from the beginning of time, smells and aromas have had their part in history. Today is no different. Fragrances continue to be an essential part of living.*

## History of Fragrances:

The history of fragrance and lotions goes back to the very beginning of civilization. As far back as 200 years before the birth of Christ, the Babylonian ruler, Hammurabi, decreed that everyone in his kingdom (men and women) had to wash in perfume. Frankincense and myrrh figured strongly in the Bible as gifts to Christ from the Three Wise Men. Assyrian warriors curled their long beards with scented oils. Napoleon is said to have used an average of 54 bottles of cologne each month, and always wore his favorite scent into battle. King Louis XIV of France prescribed that members of the court should use a different fragrance each day. Sir Walter Raleigh regularly placed potpourris of roses throughout the rooms of his home.

During the 17<sup>th</sup> century, gentlemen carried aromatics in the heads of their walking sticks so they that they could open them and inhale whenever the occasion demanded it. There was nothing sissy or feminine about the early American cattlemen who came into town for their monthly baths and took to lilac water in an effort to mask the trail smells composed of horses, cows, sweat and whiskey. But by the turn of the century nobody giggled when the well dressed, starch-collared man left the barbershop with his hair slicked and parted and smelling of petunias. There was nothing un-masculine about their use of fragrance. Prior to World War I, the only fragrant lotions used by men were Bay Rum and Witch Hazel.



During the Roaring 20's those men who wished to be dashing applied a dose of women's perfume under their jacket lapels. The free spirit of the Roaring Twenties liberated men (as well as women) but they could not as yet choose from a family of products developed for and marketed specifically to men. It wasn't until the early 30's, during the Depression, that an American cologne after-shave was introduced to capture the imagination of men across the country. It was an instant success and was considered the ultimate "morale booster." In the mid-60's, social, economic and industrial changes inspired men to begin experimentation with innovative fashions and fragrances. It is during this time that we begin to see the proliferation of Fragrances, colognes, and cosmetics for men. Starting in the 1970's, Men's fragrances began to be taken more seriously as a marketing category.



## Fragrance in the Workplace

Lemon has been shown to help clerical workers to make fewer computer and word processing errors. Lavender helps a person perform mathematical calculations faster and with fewer errors while Peppermint improves performance in sustained attention tasks. Pleasant fragrances have been shown to improve workers' behavior in situations involving conflict and their ratings of people and objects. In addition, they also help to reduce stress. Fragrances have also been used to promote well being in meeting rooms and hotel lobbies.



# Techniques to Improve Your Sense of Smell

## Train your mind, not your nose. ...

Most odors are perceived at an unconscious level. By thinking about the odors of familiar things, we bring about an increased awareness.

## Smell often, but not a lot...

Because our noses fatigue easily, it is far better to smell in moderation, pause, then smell again. With different odors, you can smell alternately and this will increase the perception of the different odors. When you wish to refresh your nose, hold to your nose a piece of fabric (such as a sleeve of a shirt) and breathe. The fabric will act as a natural filter to clear your nasal passage.

## Create associations that make things and odors more memorable...

There are many opportunities to explore odors in addition to those at fragrance counters, and each should be taken. Every trip from home offers a rich palette of new smells. By creating a conscious impression of the odors wherever you go, you can bring back the whole sense of a visit 25 years past with one brief whiff.

## Vary fragrance types...

Don't allow your sense of smell to become bored. If you start the day with a complex floral blend, perhaps a bright spicy or woody scent would provide olfactory stimulation at the end of the day. Even the same fragrance, applied evenly all over the skin, creates an entirely different impression than concentrated essence emanating from the pulse point. The radiating aroma of a burning fragrance candle is vastly different from a few sprays of fragrance in the air.

## Do, but don't overdo...

Use fragrance and fragranced accessories often, but never excessively. The perfect circle of fragrance is arm's length from the body. Only those who step inside the circle should be aware of a person's fragrance.

# SCENTS AT EVERY AGE:



## ...20s

Choose something that's cheerful and bright rather than complicated and heavy. Juicy top notes like mandarin orange, known to evoke memories of childhood, are especially youthful.

## ...30s

This is a time when you're very active juggling your personal and professional life, so an intensely fresh, energetic fragrance will suit you best. If you're drawn to classic florals like rose or violet, try a fragrance that emphasizes the greenest part of the flower rather than a powdery interpretation

## ...40s

If a hectic career or raising a family has you feeling frazzled, the right fragrance can provide a sort of refuge. Warm notes such as sandalwood and musk have calming effects and soothe the senses with a generous dose of white musk, while bergamot and gardenia keeping it sunny and lighthearted.

## ...50s

Pick a fragrance with some personal meaning. Whether it reminds you of a favorite holiday or a special person, the right fragrance can bring back the full picture of a past experience. An Amalfi-coast breeze with notes of Sicilian mandarin and orchid may do the trick.

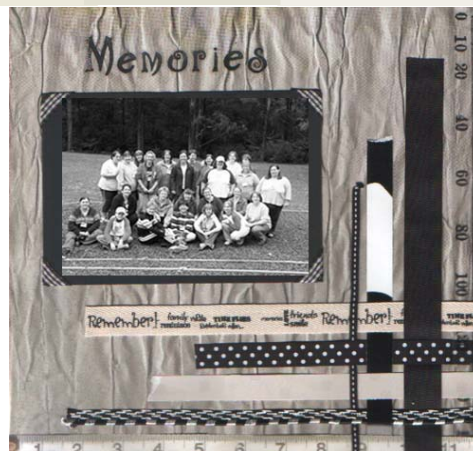
# The Fragrance - Memory Connection

*Memories of fragrances are directly linked to the emotions we felt for the first time we encountered the fragrance.*

Most of us have experienced an unexpected wave of nostalgia, called "olfactory memory" or "olfactory recall", after experiencing a whiff of a certain scent. Without a word of warning, **"Our ability to recall a specific scent surpasses our ability to recall what we've seen, with recalling smells with a 65% accuracy"** mother's kitchen filled with smells of cookies baking...a childhood adventure in the woods.

DR. TRYGG ENGEN

Researchers studying this phenomenon have found that our ability to recall a specific scent surpasses even our ability to recall what we've seen. Dr. Trygg Engen found that people recall smells with 65% accuracy after a year. By contrast, it is estimated that visual recall of photos plunge to about 50% after only four months.



This uncanny ability to recall entire events with the whiff of a specific scent can be explained by the fact that our odor memory bank is housed in the brain's limbic system, which also controls or modifies our emotional response, hunger, artistic abilities, and memory.

The memories of fragrance are generally associated with experiences involving closeness and social events. Remembering a scent also recalls the emotions involved with the original occurrence. While some fragrances may be universally appealing, our reactions to most odors are personal, dependant on our own odor-memory association.