

This Report is brought to you by...



The WOW Experience

Overdelivery is our Specialty!

Where Vision and Value Go Hand in Hand with Information and Opportunity!

Other Companies Make Promises -- We Make Dreams Come True!
We Offer QUALITY CONTENT in Every WAY, TYPE and FORM

- Exclusive WOW Private Label Releases
- Private Label Products
- Public Domain Products
- Master Resale Rights eBooks
- Master Resale Rights Software
- Bestselling Audio eBooks by Top Authors
- Non-Fiction Audio eBooks
- Exclusive WOW Affiliate Products
- Resale Rights Products
- Exclusive WOW Private Label Reports
- eBook to Audio Conversion Software
- Resale Rights Generation Software



And, of course, if you want it all tied up in a neat website package, with *all the work done for you*, we have our NEW [Niche Empire Builder Software](#) – the Niche Real Estate Business Builder's Dream Come True!



Niche Empire Builder

The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True!

www.the-wow-empire.com



The WOW Content Club

Your Full Spectrum Content Provider

If Content Is King,
The WOW Content Club is the Kingdom
You Have Been Searching For!

www.wow-content-club.com



WOW Profit Packs

Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices!

www.WOWProfitPacks.com

Enjoy this Free Niche Report, compliments of WOW Enterprises
For Many More Free Reports, simply click on the links below.

www.TheWOWExperience.com

www.NicheEmpireBuilder.com

www.WOW-Content-Club.com

www.WOWProfitPacks.com

Fragrance Shopping: Finding the Best Deals

Topics Covered:

How Media Molds the Fragrance Market

Celebrity Scents with a Floral Feel – Which Ones Would Suit Your Fancy for Flowers?

Fame and Fragrance – Are Celebrity Perfumes Worth the Price?

Favoring French Fragrances – Why France is THE Place for Perfumes

Perfumed Beauty Products: Too Much of a Good Thing?

Perfume is Music for Our Nose – What All Those “Note” References Mean

Why Perfume is Packaged with Other Complimentary Products?

What Fragrant Lotions and Sprays Have Over Perfumes

Bath Products in Your Favorite Scents – The Reasons Why We Indulge

The Young Have Scents Too – A Guide to Marketing Fragrances to Teens

Perfume for Your Pillows and Sheets – What is that Linen Fragrance Stuff All About?

Choosing the Gift of Fragrance – How Hard Can it Be?

Five Top Places to Purchase Your Perfumes

Easy Tips to Find Your Fragrance Online

Fragrance Shopping: Finding the Best Deals

How Media Molds the Fragrance Market

How did you acquire your current fragrance? Did you just happen to wander around the fragrance counter of a department store or did you receive some perfume as a gift? Chances are good that you probably saw an ad somewhere for your fragrance. And there is also a good probability that because of that ad you saw, you remembered it enough to check it out the next time you were at the mall.

See how the media works? Thanks to some advertising via various forms of media, you remembered the perfume, checked it out, and purchased it. Sure, you might have stumbled onto it on your own or someone could have recommended it by word of mouth. It was the ad, however, that reeled you in.

We are bombarded by advertisements through various forms of media every day. From large layouts in magazines or newspapers to thirty-second spots on television to sexy sounding commercials on the radio to billboards up and down the highways, we cannot help but see these marketing ads and assimilate it into our brains. How much do these advertisements play a part in shaping our likes and dislikes? Even if we have not tried a product, many of us will form an opinion, usually based on word of mouth from another person or from the advertisements we see every day.

Think about your current fragrance. You obviously bought it because you liked the smell, but how did you come to discover it in the first place? The answer is in the advertisements. The media, in all forms, guide unsuspecting consumers through mazes of information and expectations. The media controls what we see, how we see it and when we see it. Retailers spend big bucks on market research and knowing who to target with certain advertisements. They also use demographics to determine when their target audience is most likely watching television as well as the particular shows.

Celebrity spokespeople are also big draws when it comes to advertising, especially in the fragrance market. Sometimes, the personality or public image of a celebrity embodies what the perfume manufacturers want to portray to the public. So if a perfume is created with teenagers in mind and the scent is a light floral, the celebrity spokesperson is likely to be someone that the teenage demographic will relate to. They could be a popular actress in teen movies, a singer or even a teenage athlete that many people look up to or identify with.

Whether someone likes a fragrance or not depends heavily on the olfactory senses obviously. However, the scents also depend greatly on memory. Maybe the hint of roses brings back a happy day playing in grandma's garden or a clean linen scent reminds you of a peaceful time in a country cottage. Our memories play a powerful part in choosing a new fragrance. And if advertisements in the television or print mediums can invoke those same memories without smelling the fragrance first, the media will have done its job.

Think about a time when you were watching television or reading a magazine. At some point in time, there was probably an instance where you wished you could transport yourself to a particular scene. You could have seen a picture of a white sandy beach with crystal blue waters lapping at the shore with a balmy ocean breeze gently blowing the palm trees. Or it could have been a green, open meadow with bursts of color from the abundance of wildflowers blooming.

For many people, viewing the ocean scene invokes the memories of salty air and tropical, laid back days. The meadow, on the other hand, invokes an energetic, vibrant beauty. By just portraying these scenes in fragrance advertisements, the media is, in essence, translating what the particular scents will be once you try them in the stores.

The power of advertising is staggering and the media plays a huge part in our perceptions of world events and products on the market. When the media plays in the fragrance market, they can only do so much to influence people's perceptions of a particular product. They will have done their job if their advertisements got you as far as the department stores or wherever their fragrances are sold. Once you walk in those store doors however, the power is all yours.

Celebrity Scents with a Floral Feel – Which Ones Would Suit Your Fancy for Flowers?

To the celebrities, getting their names on a fragrance is pretty much like getting their names on a movie marquee -- its a matter of getting their names into your head so that they can demand larger paychecks. To the multi-billion dollar fragrance market, however, these celebrity names mean profits, in the short run, but in the longer run it means an increasing interest in their beauty products.

Many stars have now launched their own signature scents and most have some flowery scent (orchid, peony, violet) mixed with spicy or woody scents.

Britney Spears' entry is called "Fantasy." It is depicted as a very sweet fragrance that is reminiscent of pastry; that's an appropriate since its key scents are Red lychee, kiwi, cupcake, jasmine, white chocolate orchid, creamy musk. The scent is not overwhelming, it's rather subtle and is aimed at teenagers. Flowery, just a bit of the orchid scent to balance out the pastry. Cost: \$45.00 for 1.7 fl. oz..

Jennifer Lopez' fragrance is called "Live." This is a concoction of Sicilian lemon, Italian orange, pineapple, peony, violet and sandalwood. It's mainly a fruity fragrance with quite a bit of a flowery scent thanks to the peony and violet notes, and is also a light fragrance. Cost: \$39.50 for 1.7 fl. oz..

Sarah Jessica Parker has introduced "Lovely;" that's appropriate for the lovely star. Sarah Jessica's fragrance has mandarin, bergamot, rosewood, lavender, patchouli, orchid and white ambers in its formula. Its depicted as flowery, spicy and woody -- a little seductive but mostly playful. Cost: \$48.00 for 1.7 fl. oz..

Celine Dion's new fragrance is "Parfums Belong." This is a blend of red pepper berries, bergamot, pineapple, orchid, peony, cotton flower and Hinoki wood. Very floral and well balanced with fresh, very flowery and fruity notes that give it a subtle sensuality. Cost: \$35.00 for 1.7 fl. oz..

Donald Trump, yes THE Donald has introduced a fragrance that is appropriately called "The Fragrance." Donald's formula contains citrus, cucumber, mint, black basil, pepper, "luxurious, exotic woods." Sounds and smells rather woodsy with a lot of character. No it looks like the Donald isn't sending you flowers but he is taking you on a trip through the woods. No piker is Donald, the cost for 'The Fragrance' tops the celebrity fragrance charts at \$60.00 but it's a big 3.4 oz. bottle.

Paris Hilton has hit the market with her fragrance called "Paris Hilton." This combination of Fuji apple, peach nectar, tuberose, night blooming jasmine and pheromones has a flowery, fresh scent that will be a hit with the younger crowd. The jasmine and pheromones combination sounds right up Paris' alley and may send you up a few new avenues. Cost \$39.00 for 1.7 fl. oz.

Perfume industry profits have been down for the past few years, probably due to the world's understandable preoccupation with survival taking precedence over the focus on beauty products, so its not surprising that the industry has hooked its wagon to some stars in an attempt to boost profits. If it will be a successful venture only time will tell.

People have also changed in other ways! In the past, a woman would stay loyal to "her" fragrance of choice for many years but now it seems that we all feel freer to experiment with scent and tend to follow the latest trends. That's not a bad thing, a mindless loyalty, even to a perfume, is still a mindless loyalty and experimentation is almost always healthy.

Not just a matter of taste! Whatever scent you choose, you can't choose it on name value alone or even by perusing a list of its contents. You need to try it and see if it works for you.

There are certainly many, many perfumes available that will provide you with many hours of beautiful scent. It's a matter of taste, of course; which scent appeals to YOU and which one is preferred by those close to you. It's also, however, a matter of expense! The best French perfume will be prohibitively expensive and out of the question for those without a lot of money to spend on beauty products while many perfumes (as well as other scented products) will be well within their reach.

That's the beauty of these Celebrity scents, they are not way out of reach to even a modest budget and, as a bonus, you get to "associate" with the stars -- or at least sample their tastes.

Fame and Fragrance – Are Celebrity Perfumes Worth the Price?

Fragrance and perfume are big time business in the world market today, and nothing helps sell more than celebrity. In the United States alone, the fragrance industry was worth over \$22 billion as recently as 2004. Putting a celebrity name with perfume is a much used strategy to help fragrance companies get a piece of that \$22 billion pie. So are celebrity fragrances worth

the price tag attached to them? They are often expensive, but in an effort to succeed, a lot of research and development may go into the scents. Whether or not they are worth it is more up to what it is you enjoy wearing more than who is endorsing it.

When it comes to these celebrity fragrances, you need to decide if you are paying for the fragrance or the name and marketing. Some of them are very generic or easily duplicated scents that get the name and a healthy price tag. Others, though, are actual unique scents that the celebrity actually helped design or at least endorses because of a genuine love of the scent. So before putting your hard earned dollars into a fragrance with a celebrity name attached, you should take a look at what is out there and whether or not you can get the same affect without that celebrity price tag attached.

Britney Spears endorses her own fragrance. In an effort to piggy back her Louisiana roots; Spears' scent actually reflects that background. It is a mixture of the fragrance of magnolia with some jasmine added in. There are also hints of Anjou pear and lotus flower. Many enjoy the scent, but you may be able to find a similar blend without the celebrity name and price tag attached to it.

Donald Trump of real estate and "Apprentice" fame even has his own fragrance. It is described as spicy and peppery which comes from a mixture of mint, cucumber and black basil. It also has what the maker describes as an exotic plant they are keeping secret. The scent really is unique so that if it is something you enjoy it is unlikely you will be able to find a similar fragrance. This one is actually original and perhaps worth the price tag that comes with the celebrity endorsement.

Beyonce Knowles scent is called True Star. This is another original scent that may be worth checking out. True Star actually combines floral fragrances with toasted grain undertones making it a little unlike anything else out there. It is not necessarily something you could duplicate at home, but with the price tag that comes with it you should make sure it is exactly what you want in a fragrance.

Paris Hilton, the heiress who is famous for being famous, has a fragrance as well, called, yes you guessed it, Paris Hilton. This is a very sweet and floral fragrance that is not unlike a lot of others out there. It may be difficult to truly duplicate the sandalwoods, jasmine, mimosa, and lily scents in it completely, but there is really nothing overwhelmingly unique to justify the celebrity price tag that comes with it. Is it worth it? It is obviously a judgment call, but make sure you look before you leap on this one.

Jessica Simpson has lent her name to Taste, a perfume. This one is unique in the combination and Simpson was actually involved in the development of it. It is a combination of vanilla, white chocolate, and even coconut and honey. It can be described as sensual and tropical and fairly unique. It may very well be worth a look for the money.

Celebrities endorse anything they can. Fame sells and marketers know that. So besides shoes, clothes, cars, games, and even soap, fragrances are also being endorsed and named after celebrities. The fragrance industry is a huge one globally and anything that will help a manufacturer get a piece of it will get their full attention. So, with that in mind, it is hard to know if the perfume is worth your dollars just because of the name on it.

So is it worth it? It actually depends on what the fragrance is like. Sometimes it is a generic blend of cologne fragrances with a celebrity name and price tag attached, and in other situations it is unique and actually something the celebrity himself or herself enjoys. The decision, in the end, is yours, but make sure you are cautious and as always with fragrances, try them on.

Favoring French Fragrances – Why France is THE Place for Perfumes

France has been the heart and soul of the world's perfume industry since the middle of the 17th Century and French perfumes, like French wines, are famous around the world for their character and originality. The idea of scent as an important ingredient of everyday life, however, started long before that in a very different environment.

Egypt, the birthplace of cosmetics! Perfume was first used in Egypt around 1600 BC as an element in religious ritual, either as incense or in balms and ointments. It was some five or six centuries later when Egyptian women began using perfume and oils as cosmetics . . . as well as for their observed effects as an aphrodisiac. Frankincense and Myrrh, two of the famous gifts from the Christian bible story were used to add scent to the atmosphere for rituals. Other plants, such as rose and peppermint, were soaked in oil long enough to create a scented ointment that was then rubbed into the skin.

France, an industry is born! Jumping ahead to France in the middle of the 17th Century you'll find the genesis of the modern perfume industry and the birthplace of today's obsession with scent. Oddly enough it began with gloves! Perfumed gloves became quite popular which led the first perfume makers to join with glove makers to form a trade guild. After that, the use of perfume in France grew steadily.

By the 18th Century, the invention of an eau de cologne, a milder, more refreshing scent created through the use of certain spices and citrus juices, gave birth to new and surprising uses for manufactured scents. Along with what we would consider today to be normal uses of a scent, eau de cologne was also mixed with wine and eaten on a sugar lump for use as a mouthwash.

A frivolous product? Throughout history, the French perfume industry has grown -- that is notable; in its long history, it is one of the few industries in the world that has never seen a recession. In France itself, a full 90% of the female population uses perfume and 50% of the men use perfume. There are approximately 100 new fragrances introduced every year from the French perfume industry -- some costing their companies as much as \$20 million (US) in advertising and marketing. |

In France, a new perfume product is not considered a success unless its sales reach the level of one billion French francs (\$200 million US). The perfume industry has been called a frivolous industry but numbers like these and successes such as have been seen in the French perfume industry represent an effort and dedication that is anything but frivolous.

Grassed, France! The city of Grasse, near Cannes, is considered to be the perfume capital of the world. France's perfume industry was born in Grasse in the 16th century as an extension of the perfumed glove craze. Grasse was, at that time, already a hub of the leather and tanning industries (and had been since the 13th Century) and it was here that the perfumed gloves were made. Then, when the craze died and took much of Grasse's leather industry with it, the perfume industry remained . . . and grew.

The climate in Grasse was ideal and the most beautiful and delicate flowers grew there; this attracted perfume makers from all over France. In today's world, the perfume industry relies more on chemicals and chemistry than it does on flowers but flowers were the genesis, their scent, the inspiration for an industry.

Two thousand people are employed in Grasse, creating perfumes and aromas and generating almost 3 billion French Francs (\$600 million US) per year; this is about 50% of the market for French perfumes and 6% of the world market.

The House of Guerlain! As you think of France and think of perfume there is one other name that must play into your thoughts; that name is Guerlain. Guerlain has been France's most distinguished perfumer for the past 165 years with classics such as L'Eau impériale, Shalimar, L'Heure bleue, Vol de Nuit and Mitsouko.

Guerlain was founded by Pierre Francois Pascal and, since opening their first perfumery in Paris in 1828, they have expanded to seven exclusive boutiques in Paris, with equally exclusive shops in Milan, Frankfurt, Tokyo, Singapore and Hong Kong.

Today the House of Guerlain has the largest family of products in the French perfume industry and has a reputation and character that is recognized all over the world.

Perfumed Beauty Products: Too Much of a Good Thing?

These days, it is all about whether you have any scents or not, at least in the beauty products arena. Something that is pleasing to your sense of smell can be great, but when does it become too much of a good thing? Luckily, it is in the nose of the beholder. Each person's preference regarding scents and aromas is different and because there are a plethora of products on the beauty market these days, you can pick and choose whatever you want.

Beauty creams, powders, lotions, bar soaps, bubble bath, shower gel, shampoos, conditioners, deodorants and body sprays all have fragrances infused in them. Sure, you can get them without any smell if you have allergy problems, but for the most part, many of these products have some sort of scent. Thanks to the popularity of retail stores that specialize in bath and body items, these scented products are in demand.

Obviously many people like these perfumed beauty products, otherwise we would not be assaulted every so often by someone who, it seems, bathed in a certain scent. You may wonder, "Do they even know they smell really strong?" This is an instance where you can have too much of a good thing. They either truly have no idea that their smell is overpowering or

perhaps they thought that the scents would dissipate after a length of time. Normally, that would be the case. However, it is possible to be overwhelming when using one scent in a variety of products.

Perhaps your favorite scent for your beauty products is vanilla. Washing your hair with a vanilla shampoo and conditioner would only give your tresses a light scent that would fade within the day. But what if you decided to use the shower gel or bar soap for your bath? The vanilla scent would stay on your skin for a while and be subtle. There are no worries about overpowering smells there.

But then, let's add a facial cream and body lotion scented in vanilla. Lotions are thicker and absorb into the skin to keep it feeling soft and supple. The scent also tends to linger a bit longer than the shower gels or bar soap. Still, all in all, this would not be overpowering, noticeable yes, but not overpowering.

Now, let's add a dusting of vanilla scented body powder as well as a body spray. This is the point where the usually warm, comfortable smells of vanilla can start to overpower. As you can tell, each scented beauty product on its own, does not have the power to be overwhelming to the people around you, nor does adding a few of the same scented products to your beauty regime. It's adding them all together that tips the balance from lightly scented to heavily unbearable.

Another reason that scented products can be overwhelming is that these scents are everywhere. Dryer sheets, laundry detergents, potpourri, cleaning products, linen sprays ... it is no wonder that more and more people hit that olfactory sensory overload. Another thing that comes into play is a heavy hand at the helm of the sprayer. Some people just do not have a sensitive enough nose to detect when they have put on too much fragrance. Unfortunately, these people do not seem to notice it on themselves, but the people around them definitely can tell.

If you do happen to notice that the aroma wafting from you is a wee bit strong, there are a few things you can do to tone it down. First of all, you can use an unscented baby wipe and gently glide it down on the parts of your body that has the most fragrance. Usually dabbing the pulse points with the wipe will cut down on the overpowering scent.

However, if you sprayed cologne or perfume all over your body, including the hair, you need to take a little more drastic measures. Dissolve some baking soda in a little water and mix it in a sprayer bottle. Lightly mist this mixture into the air, and then walk into the cloud and let it settle onto your body and hair. This will absorb some of the overwhelming smell from your fragrance.

When in doubt about whether or not you are an overwhelming odorous presence, ask a friend for guidance. Don't use every scented product known to man in your beauty regime. You only need a few to really make your presence known without overpowering everyone around you. Remember, less is more!

Perfume is Music for Our Nose – What All Those “Note” References Mean

Did you know that there is music occurring in your nose? Well, there is, only instead of music you hear with your ears, it is music for your olfactory senses. You're probably wondering what the heck all this means. Well, in the world of perfume and fragrance manufacturing, the varying scents that make up a fragrance or perfume are categorized into different categories called “notes.” In music, notes are varying levels of tones; and in the perfume world, notes are varying degrees of smells.

In regards to perfumes and fragrances, these notes have three levels: the top note, the middle note and the base note. Each note provides an essential, unique character that makes for a one of a kind scent. If you have ever heard anyone say that they have to make a good first impression, in perfume terms, the top note does this job. The top note of a fragrance or perfume gives us an initial impression of the scent.

Because the scent of these top notes only last for a short time, usually ten to thirty minutes, they must capture the olfactory senses with that good first impression. They are usually light scents that will stimulate the senses in preparation for that fragrant middle note. Some of the most common top notes in perfumes and fragrances are citrus scents like grapefruit, lemon and orange. Other popular top notes are the aromatic eucalyptus and cool mint.

The middle notes give a body to the perfume or fragrance. The middle notes are also called the “heart” of the fragrance. You can usually smell these middle notes right when you apply the perfume to your skin. However, it can take several minutes for your body to warm the scent and “wake” it up. The middle notes identify the type of perfume or fragrance family the scent belongs to like the floral, spicy or oriental family. Some of the types of scents common in the middle note category are rose, cinnamon, ylang-ylang, chamomile and lavender.

The base notes provide the foundation for a perfume or fragrance. These scents last the longest and provide that “lingering” smell we look for in a perfume. Because the top notes tend to evaporate quickly, the base notes fix onto the top notes to allow some of the scent to stay with the base notes. The most popular choice in base notes is vanilla. Other base notes commonly used are musk, sandalwood, cinnamon, pine and other woody type of scents.

Each perfume or fragrance is unique and their top, middle and base notes all differ. For example, in some fragrances cinnamon could serve as the base note while in others, it would be a middle note. It all depends on the direction the perfume or fragrance manufacturer wants to go with the scent. And the reason for this is tied greatly into the various emotions and even a certain style that various scents can invoke within a person.

In regards to the perfume notes, there is also a category called the “single note.” Perfumes and fragrances that are deemed single note scents have just one source in which to draw its smell. There are no varying levels of the top, middle and base notes to contend with. Basically, when a fragrance is a single note scent that means the essential oils that form a fragrance comes from one particular flower or source. Lavender and vanilla are two of the most popular single note fragrances on the market these days. And for those fragrances applied to the body as an aromatherapy tool, most of these will be single note fragrances.

In many shops and boutiques where you can mix your own fragrances, those individual essential oils you end up “test smelling” are single note scents. From those individual single note smells, you can choose to mix your own blend of single note fragrances to create a totally new scent. These shops and boutiques are very popular these days among teenage girls and young women seeking something fun and unique.

Music for the nose ... top, middle and base notes define fragrances and perfumes. After this little crash course in the differences between these levels of smell, can you detect them in your own favorite scents you have at home?

Why Perfume is Packaged with Other Complimentary Products?

When was the last time you bought or received a perfume or other fragrance in a stand-alone bottle or package? It has probably been a while, hasn't it? Do you wonder why that is? Stop and really think about why you don't go out and buy just the bottle of perfume or cologne by itself or why any fragrance gift comes packaged with other products. Is buying a stand-alone package too expensive? Or maybe, it is because they don't sell it in a bottle or package that suits your needs; it could be either too small of a package or one that is just too large that you are sure you will never finish the fragrance.

No matter what the reason is, more and more perfumes and fragrances are packaged with complimentary products. The reason for this type of packaging is all about money. There are so many perfumes and fragrances out on the market these days that retailers try and fight for your business by offering complimentary products as part of your perfume or fragrance package. Think about the major holidays where perfumes and fragrances are given as gifts – Valentine's Day, Mother's Day, Father's Day and Christmas. You will see various print ads as well as television commercial touting a certain fragrance with complimentary products and even “free” gifts with a purchase.

It is all a matter of psychology for the customer and greed for the retailer. People see all these complimentary products for just the price of the perfume or fragrance and they jump on it. In their minds, they are getting a great deal on some really cool products without having to pay extra for it. For retailers, they see those complimentary products as a marketing tool to hook you in as a customer, hopefully a repeat customer. And guess what? It works.

Think about it. You buy or receive a perfume or fragrance as part of a gift basket that has complimentary products included. You absolutely love the scent and greatly enjoy the perfume and lotions and bath gel or whatever else is a part of the gift basket. Now you are hooked. So what happens when you run out of a particular product in that gift basket? You go out buy another product! The perfume retailer has now made you into a repeat customer.

So what exactly are these complimentary products to your perfume or fragrances? These could be any number of products. The most popular items that accompany your perfume are body lotions and fragrance powder in a matching scent to your perfume. Other complimentary products could include bubble bath, shower gel, bar soaps, aromatherapy oils and even candles and incense. These products are touted as giving you a totally scented experience with your

favorite perfume or fragrance.

Obviously, these complimentary products make a lot of scents and sense from both a business and personal standpoint. Personally, people want to enjoy the scent of their perfume or fragrance all day. What better way to do that than through the layering of scented products? Washing with shower gel provides a wonderful light base for your scent. From there, an after bath body lotion can keep your skin soft and it also provides a wonderful base for a fragrant powder of perfume application. Through product layering, you can extend the length of your scent.

From a business standpoint, these complimentary products pay off in increased market share and profits. It is actually a clever move to build up a repeat business as well as allow customers to try their products without denting their pocketbook. Through some creative packaging, these gift sets that feature your perfume with complimentary products can sometimes be collector's items and well sought after. Perhaps the perfume manufacturer created a limited edition perfume bottle that is available only through the purchase of a gift set. This boosts the popularity of the product and almost guarantees a sell-out.

As long as there are thousands of perfumes and fragrances to choose from, there will always be those gift sets with complimentary products. Take advantage of those products and enjoy trying out products that you normally might not have bought. Who knows? Thanks to that creative marketing ploy of complimentary products, you may just find a new favorite.

What Fragrant Lotions and Sprays Have Over Perfumes

For some people, their perfume is a personal reflection of who they are. The scent of a fragrance can say so much about the person wearing it. So what is it you think of if it smells like someone has bathed inside a vat of perfume? Your first thought is probably, "Help! I need a gas mask!" Your second thought could be, "Man, don't they smell how overpowering they are?"

Obviously, they do not have any clue that they can clear a room with their generous application of their perfume or fragrance. Of course, you would never have to wonder where that person was in a building. You would just follow your nose like a dog locked into the scent of its prey.

The above scenario is an obvious exaggeration on the use of perfume, but it illustrates one of the reasons why fragrant lotions and body sprays can be preferable to applying just perfumes or other fragrances. The art of subtlety should be practiced when wearing your perfume. You alone should enjoy the fragrance while others around you should get only a hint or whisper of the scent. That is the art of subtlety when wearing perfume.

Now some perfumes just happen to have a bold "body" to it. These bold bodied perfumes and fragrances seem to just leap out of the bottle before even spraying on the intended recipient. Even with a very light application, these types of perfumes and fragrances will be noticed. So if a person tends to bathe in the scent that could definitely be overkill. In this instance, a fragrant lotion or body spray in the same scent might be more appealing. You would get the same

smell, only it would be toned down and more subtle.

With fragrant lotions, these provide a great base for the actual application of the main perfume or fragrance. However, if it has a bold body like in the paragraph mentioned above, then the fragrant lotion alone should be used. Rubbing the fragrant lotion into your skin will not only moisturize and keep your skin hydrated but also your body heat will warm the scent up in the lotion and bring out the scent more prominently. This is a great alternative to the application of the bigger bodied perfumes.

Another reason to use fragrant lotions and body sprays over perfumes is the romance factor. Some men and women like the subtlety and with a body that reeks of perfume, well, subtlety is the last thing that is happening. Applying a fragrant lotion all over the body is great, because your romantic partner has the opportunity to be pleasantly surprised by finding that light scent all over, whether it is behind an ear, behind a knee or at the small of the back.

Your body heat will warm the scent, which could linger on for hours. And with your lotion scented skin rubbing against your clothing, the clothing will also pick up a hint of that scent. So, you alone can enjoy the scent until such time you spend with your romantic partner.

Another totally different reason why fragrant lotions and sprays might have a leg up on the perfumes is because of the cost. Perfumes contain essential oils, which make the scent more expensive. The fragrant lotions and sprays that complement the perfume, most of the time, do not contain essential oils. The scents are created in a different way. Therefore, money issues are one reason for the preference of lotions and body sprays over perfume.

Now, the reason why people might prefer the body spray over an actual perfume is also based in subtlety. Maybe for some reason they cannot wear the lotions, perhaps due to allergies or something. So they use the body sprays in their favorite fragrance instead. These body sprays dissipate rapidly because of their alcohol content, so they would not last long on the body.

However, these body sprays are popular for applying on clothing, bedding and other linens. Some people spray it onto their clothing, usually from a foot or two away to prevent any possible staining. The clothing would absorb the scent of the body spray, which would last longer than if applied on the body. You would have just that hint of smell, the perfect subtle scent.

Bath Products in Your Favorite Scents – The Reasons Why We Indulge

Is there anything more relaxing than a long hot bath at the end of an exhausting day? There just might be. What about a bath with lavender scented oils or bubbles in a floral fragrance? The truth is that aromatherapy has become as much a part of bath time as the rubber ducky. It is likely that you were already aware of this obsession with the scented bath, but have you wondered why? Why is it that bath and aromatherapy have become a joint indulgence for so many? There are a few answers to this quandary.

For one, the human psyche is greatly affected by scent and fragrance. Smells link us to memories and can invoke feelings and moods in many cases. Scientific studies show that the smell of peppermint and lemon are both stimulating and can promote alertness. On the other hand, vanilla can create a mood of relaxation as can many floral scents. What does this all have to do with baths? A bath, for most, is not only a time for physical cleansing of the body, but also a time for cleansing of the mind and relaxation of both mind and body. Since we already know that scents can invoke relaxation, it is a natural move to include them in baths.

The second reason we indulge in this aromatherapy and bath combo is that marketers caught on and took us there. The mall, your television, the newspaper, and even the Internet are loaded with the image of the relaxing bath and scents. We can't smell them, but look at the ads with candles burning, oils drizzled into the water, and the deep breath taken by actors and actresses as they sink into a tub of fluffy bubbles.

Whether we want it to be or not, we are influenced by these images. Couple that feeling of bath and scent equals relaxation with our stressful professional and personal lives and you have people who feel like aromatherapy is the answer to their stress.

It is not just the marketing, though. New age and alternative types of health care are gaining an increasingly large following in the population. We drink beverages that contain ginseng and go to acupuncturists, and so it stands to reason that we would put an equal amount of emphasis on the power of aromatherapy. The aura created by the scents can help give us that sense of connection with the spirit or soul the way we feel alternative medicine practitioners might. Is that the reason everyone does it? Of course not, but those influences surely cannot be ignored.

The point of it all is this: we combine our favorite scents with bath time because we not only think it will help relax us, but it actually very well might. So how do you choose the scent that will work for your bath? There are some guidelines that aroma therapists swear will work. Once you have your warm bath, you can add chamomile to help with insomnia or tension, clary sage as an anti-depressant, grapefruit for relief of PMS and hormonal issues, or lavender for balancing of the mind, body and spirit to name a few.

Guides to the scents and their affects on people are available on the Internet or in your local aromatherapy shop. In addition, therapists suggest that you choose the temperature of your bath water just as carefully. Warm baths are most comfortable, but supposedly the extremes of hot and cold are actually more therapeutic.

A bath is something we cherish in our society. Living in a time where 15-minute showers, ringing cell phones, and a breakfast burrito on the run mark most mornings, the bath is a nighttime reward. In order to complete the effect, though, we as a people have begun to add our favorite aromas and fragrances to the experience so that we can properly escape the stress we build up in traffic, at work, and even when we play.

No matter what the reason is for our combining fragrance with bath products, it is a trend that shows no signs of slowing down. Is it because it works, because we think it works, or because Madison Avenue tells us so with creative ads? It is unclear, but what is for sure is this: we take out favorite scents to the bath with us and love it.

The Young Have Scents Too – A Guide to Marketing Fragrances to Teens

Young people like to experiment – it's in their nature. They experiment with relationships, occupations, musical tastes, fashion trends and experiment, as well, with scents.

Today's teens, equipped with fairly large allowances and/or part-time jobs and armed with an individuality that was unheard of in their parent's day, want perfumes and colognes (as well as other cosmetics) that speak to them and for them -- not the ones designed for their mother or for their Aunt Minnie. That's why the perfume industry's entry into the teen perfume market is bound to be a success. Another reason is that the number of teenagers is growing so rapidly; by 2010 it is estimated that there will be twice as many teenagers as there were in 1990.

It will be more and more important for the manufacturers and retailers of teenage fragrances to understand their target audience's shopping behaviors -- just what it is that drives them to the counter?

The celebrities are helping out the cosmetics companies (and helping themselves to more name recognition) by allowing the cosmetics companies to use their names and faces in their advertisements. In a slew of teen magazines on every magazine rack in every supermarket you'll find pop singer Mandy Moore, actress Jennifer Love Hewitt, TV and movie star Sarah Michelle Gellar and a host of others offering up perfumes and many other cosmetic products.

Why does it work? Well its nothing new, ever since their parents were teens, teens have been doing everything they can to fit in and alternately to find their own identity and make a statement that emphasizes that identity. Then, of course, there's the ever present 'boy factor' every girl wants to appear and smell attractive to the boys -- that's also been going on since grandma was a teen.

It's not just the girls! It is estimated that over 80% of teenage boys (ages 13 to 17) splash on a scent to begin their days and/or to begin their evenings.

The main criteria for a teenaged boy's choice in a scent are usually very similar to the teenaged girl's criteria: a scent that makes a statement, gives then an identity and attracts the opposite sex.

Boys like a clean, "manly" scent that is "fresh" smelling and usually choose the scent based on recommendations of their closest friends and on their own experience with a scent -- picking up free samples whenever and wherever they can. Teen girls are more likely to go for the brands they see advertised in the teen magazines and/or the ones with celebrity names attached. (Britney Spears has recently added a signature perfume called "Fantasy" to the growing number of perfumes specifically targeting the teenage market.)

The teen boys are generally less picky about where they buy their scents than are teenaged girls. The boys will be happy to find a bargain at Wal-Mart, Target or CVS whereas the girls will gravitate to Neiman's or Macy's. In spite of existing data about the buying habits of teenaged boys, more celebrities are entering the market, hoping to appeal to these teenaged boys: Estée Lauder is launching "Sean Jean" a Sean 'P Diddy' Combs signature fragrance and there are sure to be others. Over in England a celebrity tie-in has recently bombed. Pop star Peter Andre

attempted to make his name better known by launching "Insania" cologne -- it's not doing too well.

The top ten for teen girls! Here are the ten top-selling fragrances specifically being marketed for teenaged girls; there are very many others available and most of them are worth checking out.

1. Dolce & Gabbana Light Blue
2. Abercrombie & Fitch
3. Jennifer Lopez Glow
4. Dessert Beauty Kissable Love Potion Fragrance
5. Curious by Britney Spears
6. Pink Sugar
7. cK Be
8. Miracle So Magic
9. Razzle
10. Clean Fun

Don't go overboard! Teen or adult, male or female, the same warning applies: a fragrance should be worn with two words always in mind: subtle and whisper. A brassy bold smell may seem like 'the thing' for a certain occasion, and perhaps it is for that particular occasion but for normal day-to-day wear, be subtle and let your fragrance whisper your name.

Perfume for Your Pillows and Sheets – What is that Linen Fragrance Stuff All About?

Aromatherapy is a big business these days. Different smells invoke different memories and emotions in people. It stands to reason that manufacturers would jump on this scented bandwagon and take advantage of the popularity of smells. And one of the most popular rides on this scented bandwagon is the market for home fragrances, specifically linen and laundry fragrances.

The history of linen fragrances can extend over thousands of years. Linen and other home fragrances stems from aromatherapy. In ancient Egypt, various scents made from essential oils of plants and flowers were used to make incense, perfumes, sachets and what we now know as linen water. Priests used these scents in various religious ceremonies and royalty were buried with sachets and incense and the cloth used to wrap bodies for the mummification process often had scented water applied to them.

Fast-forward to the twenty-first century and we still make use of incense, sachets, perfumes and even linen water and other home fragrances. Indeed, aromatherapy is big business, but did you know that its basis really stemmed from medicinal purposes? It seems that through trial and error, many people discovered that certain herbs and flowers have medicinal properties. Lavender is known for its calming properties and lavender essential oils are often rubbed on minor burns to minimize pain and lessen any scarring. Eucalyptus is used in products that promote easy breathing and sinus healing. It is also a natural antiseptic.

It is all a matter of emotions and memories when people choose these products. To feel calm, cool and collected, you might choose a lavender linen scent and spray it onto your bed sheets and pillowcases. This lavender could help you relax, slow your breathing and heart rate and help you get to sleep. In fact, in aromatherapy circles, lavender is known for its healing effect on the nervous system of the body.

On another note, light citrus scents could be used for your linen fragrance if you want to feel invigorated and fresh. Citrus smells "open" up your olfactory senses and gives your body a little more pep. People often spray it onto handkerchiefs that they keep in their pocket for those times during the day when they need to take a whiff or two to keep awake. The smell of peppermint also works in a similar fashion. The feeling you get from sucking on a peppermint candy is often cooling, refreshing and eye opening. Translated into a linen or home fragrance, you will get the same effect.

There are also linen and home fragrances that give you the feeling of warmth and coziness. You can ask many people what they think when they smell apples and cinnamon. They will most likely tell you homemade apple pie and baking. And what do many people associate with these two things? Down home comfort and those warm, fuzzy feelings are just two of those possible answers.

Eucalyptus was mentioned previously. It is used primarily as a therapeutic ingredient in certain linen and home fragrances. Eucalyptus is a natural antiseptic and also helps aid breathing. The vapors you breathe in from the eucalyptus open up sinus passageways and soothe any irritations. Some people believe that eucalyptus also helps with combating headaches. Those suffering from sinus congestion or colds find spraying a handkerchief with eucalyptus and breathing in the vapors throughout the day will cut down recovery times. For a soothing night's sleep you might spray your pillows with the scent of eucalyptus.

Linen waters are kind of a subcategory of the linen and home fragrances. The French have used linen water for years to freshen up laundry and clothing. Linen water is basically water infused with scents. Some people pour a little linen water in their steam irons to infuse freshness into their clothing when they press a shirt or pants. Linen water could also be added to the final rinsing cycle for your washing machine. You can also make your own refreshing dryer sheet by spraying a clean and dry washcloth with your choice of linen water and sticking into a load of drying clothes. All of these methods will infuse a fresh, clean scent into your linens.

Essentially, linen sprays and other home fragrances are just one of life's little luxuries. For people who believe in aromatherapy or just enjoy a variety of comforting smells, it can be touted as beneficial to your wellbeing. Whatever the reason, you have a variety of options to choose from these days. Scents sell!

Choosing the Gift of Fragrance – How Hard Can it Be?

The fragrance you wear often says a lot about you as a person. At the very least it can often define you since smell is the sense most closely related to memory. People will remember your

smell more than even your face in many instances. Because of the uniqueness of fragrance with each individual, it can make a great gift, but one that will require a lot of thought and consideration.

Fragrance is an intimate gift, and don't let anyone tell you it isn't. Most everyone has a favorite fragrance and probably knows of some he or she does not like at all. That means that when you go to buy fragrance as a gift, unless you have done your homework, you are running the risk of a gift giving disaster. Make sure you display your knowledge of your significant other by showing that you do understand what he or she likes and dislikes on a level as personal as fragrance.

You must also keep in mind that fragrance can change a mood or even relax someone. The sciences of aromatherapy and pheromones say that we actually do put a lot of emphasis on scent. If you don't know what popular scent to get, consider some aromatherapy fragrances. Peppermint and lemon are known as stimulant scents while vanilla tends to be relaxing to most people.

If you are purchasing fragrance as a gift for an anniversary or romantic occasion, you have a duty. Your duty is to know what it is your significant other likes in a fragrance. Buying the right fragrance, or one that is at least similar, is not only the safe thing to do, but it also gives you an opportunity to show you do pay attention and that you are aware of what it is that makes that person an individual. Either way, make sure you are aware of what it is that he or she wears.

One way to make sure you know is to do a little snooping. After he or she puts on their favorite fragrance, look at the bottle. Another way to investigate is to casually ask questions about the scent, its name, and even to inquire about other favorite fragrances that for one reason or another are not something he or she has.

If you are buying for Christmas or other traditional gift giving holiday things might be a little easier. People often have lists of what they want for the holidays. If you go through your significant other's list and see perfume or cologne listed, ask about specifics in a gentle way. Ask if he or she wants her regular fragrance or something new. If it is something new, then you have license to find what you might enjoy smelling on him or her.

Choosing a new fragrance on your own is something you should really only do if you are supremely confident in your judgment of what that person likes. Remember that it is not just about what you like to smell, but what your significant other likes as well. After all, that person is the one who will be exposed to it the most. However, if you are confident and can pull it off, a new and enjoyed fragrance will make a great surprise gift that will make that person think of you every time he or she puts on the fragrance.

A nice or correct fragrance can be a fantastic gift. If you are a man, make sure you know your lady's fragrance, and if you are a woman the same goes for your guy. Women should also realize that the right scent on her can be a very stimulating experience for your man. His entire mood can be affected by what you wear. A fragrance can highlight and bring to life inner-beauty and a deep held smoldering passion and desire.

The fragrance can end up being an extension of your personal identity. When you are gone, your scent is something people will remember about you long after you have left and the same is true for the person for whom you are buying a fragrance. Keep that in mind and realize that the right perfume or cologne can be the best and more powerful gift you can buy.

Five Top Places to Purchase Your Perfumes

Whether it is the vending machine in a truck stop bathroom, the department store, or the counter at your local drug store, perfumes are available everywhere. If we pay no regard to quality or price, perfume is something that can be bought most anywhere we go. With the large range in places to buy perfume and the quality of what they carry, it can be difficult to figure out where the best places to buy perfume are. There are five places to consider, however.

First of all, like with many products, you should consider the Internet. Now the obvious drawback to buying perfume on line is that you cannot smell it before you buy it. If you are going to buy online it is a good idea to already know what you want. Also, you should probably avoid knock off scents to avoid ending up with a bad fake that not only doesn't smell like the perfume it is supposed to, but maybe even smells bad. The upside, though, is that if you know what you want, it is often times much cheaper to buy online than it is to buy in a retail store of some sort.

The second place to consider buying perfume is in what might be the most obvious of places: the department store. Most department stores, or big box stores, have a fragrance department. You have surely seen them before: glass counters with perfume boxes and bottles all along the top, inside, and along the shelves behind them. The advantage here is that you can experience the perfume not only as a free scent, but also on you. Sales people will offer up the scents to try as you walk the area. Since every perfume reacts to every person differently and hence creating a new smell for each person, it is important that you are able to try the perfume on you if at all possible,

Third, you can try discount stores. Yes, that's right, give a discount store a chance. There is often a fragrance counter manned by an employee who can help you test out and smell the various scents. Again, being able to experience the perfume is a key to making a good decision. The prices at a discount store are often much below the department store, but they will likely not have quite the selection or access to the higher end perfume manufacturers. The discounters are worth stopping in, though, just in case you can end up with a great deal on your favorite fragrance.

Fourth, you can go specialty store and try a fragrance shop. Higher end malls and shopping areas will often have a fragrance shop. This is a store dedicated completely to perfume, cologne, and even body lotions. They sometimes are more expensive, but can sometimes get you access to great knock offs, or competitive pricing on the top scents. Perhaps the biggest advantage is that they will likely know the scents and how they work better than anyone at any other store. In addition, you will be able to smell and try on a wider variety of fragrances than you might if you went with a discount or department store purchase.

A fifth idea for tracking down your favorite perfume is to check out some of the designer stores. Why would you look in a designer store? Well, many of them, like Nike and Abercrombe actually make their own fragrances for purchase. Taking a few minutes to wander in and out of those places will give you access to some lesser known but fabulous scents and fragrances. Make sure you try them on, though; you don't want any surprises when you put on the perfume for the first time.

You could buy perfume just about anywhere. It is in drug stores, bathroom vending machines, and even the occasional convenience outlet. However, where you buy your perfume is an important decision and one that should not be taken lightly. Should you buy cheaper online, test out the department store fragrance department, try a discount store fragrance counter, or simply try out a specialty store? The truth is that it doesn't matter as long as you know where you are going how you want your fragrance to function.

Easy Tips to Find Your Fragrance Online

The World Wide Web opened up so many opportunities for retailers to really expand their position in the marketplace. In fact, some retailers only have "storefronts" on the Internet. This means that the retailer is not spending money on overhead, salary for extra employees or even rent expenses. These web retailers often will pass those costs savings on to their Internet customers. Therefore, you can often find great prices for items you want on the Internet.

For those of you who enjoy buying and wearing perfume, but hate jockeying for position at the fragrance counters at department stores, buying your fragrance online makes sense. There is no more fighting traffic to drive to the store or playing chicken in the parking lot with other cars trying to get a parking place. You don't have to deal with rude people or indifferent salespeople either. All the customer service you need is at your fingertips, thanks to your computer keyboard and the Internet.

Of course, with the convenience of shopping online anytime day or night, there are some things to consider before embarking on your quest to purchase a fragrance on the Internet. First of all, when you shop online, there are drawbacks. You cannot hold or inspect the item in person. Many people don't feel comfortable not having that level of control in their purchase. When you are browsing through online stores to look for a fragrance, keep in mind that you will only be able to see what the product is packaged in and read a brief description of the scent. If you have no clue what you are going to buy, purchasing a fragrance online is not our best option.

There is one way around this dilemma. Go to the department store's fragrance counter. Yep, you have to negotiate traffic and parking lots to test some fragrances. Make your one-time trip to the department store and test various fragrances. Narrow down to your favorite choices and ask to take a few perfume samples home. For a few days, try the different scents and choose your favorite that you want to purchase. Once you have made a decision, then you can make an order online for your fragrance.

Once you do have a specific fragrance you are looking for, it is time to find the best perfume website to purchase your scent. This is probably the hardest part of the process. Why, you

may ask? The reason is that practically anyone with an understanding of the Internet can throw a website together and claim they are an online store. It is up to you to ensure that the web retailer is legitimate, especially since you will likely have to part with a credit card number to pay for the purchase.

So how do you know a web retailer is legitimate? There are several ways to discover that information. First, ask your friends and co-workers if they have ever purchased fragrances online and what their experiences were. Another way is to look on the ordering page of the web retailer's website and look for the Better Business Bureau logo. This nonprofit organization that safeguards consumers against bogus companies also has some governing power on the Internet.

When businesses are members of the Better Business Bureau, they have to go through financial inspections and provide various accounting information. Of course, not all legitimate web retailers are members of the Better Business Bureau. However, you can still use the Better Business Bureau as a resource. Check up on the company you are interested in buying from and see if there have been any negative reports on them.

Cash on Delivery (COD) is a rare choice these days, but smaller web retailers who have yet to establish a real Internet presence may offer this option to you. With COD, you are not out any money until you receive the product via the mail or parcel delivery service. This choice may offer you that peace of mind you need when purchasing online.

One final way to feel comfortable buying your fragrance online is to visit the perfume manufacturer's website. Buying straight from the source virtually certifies that you will not be gypped on the sale. Prices for your fragrance may be a little higher with this option, but you can consciously know your purchase is guaranteed. It takes a little effort, but your pocketbook will thank you when you purchase through the Internet.

You are invited to pass this report along to as many people as you like, provided that you make no changes to it and that you give it away for FREE.

If you would like **your own Private Label Version of this report** and hundreds of others just like it on hot, high interest niche topics – all of which come complete with 5 custom cover graphics – [click here to visit our Niche Reports Resource](#).



WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!

Please click below to check out all of our entrepreneurial friendly sites and products.

= > <http://www.The-WOW-Experience.com>

Always something NEW on the horizon. Always something for YOU to use to grow your business!
That's what WOW is all about. Your success is our ultimate goal and our reason for growth.