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Making Sense of Scents: Finding Your Perfect Fragrance

Popular Bases for Perfumes and Fragrances

The perfume market is a ten billion dollar industry. Each year, thousands of companies compete to decide which scents to market this year. The scent has to reflect modern tastes in smells in order for the company to make a profit on the huge investment they put into a new scent. Last year, more than one hundred and fifty new scents were launched in the United States.

Most new perfumes are not only sold as fragrance sprays; they are also sold with as hand lotions, soaps, bath gels, and bath spritz as companion products. Women typically have seven to nine scents in their perfume wardrobes. Some make a point of using a perfume each day while others use it only on special occasions. Over the past several years, many perfumes have increased in popularity.

One popular scent is Arden Beauty. This perfume is marketed by Elizabeth Arden. It has an interesting floral base. Ingredients in this perfume include Rubrum lily, golden sweet orchid, lemon, Indian sandalwood, amber, and musk. Another popular scent is Emporio Armani Night for Her. This perfume is marketed by Armani. It has a combination base that includes woody, floral and amber scents. The most likely candidates for ingredients in this perfume are peonies, lily of the valley, black currant, cranberry, sandalwood, patchouli and myrrh. Sensi, marketed by Giorgio Armani, is another popular perfume. It has a combination base that includes woody, floral, and oriental scents. Ingredients to create this fascinating scent include Kaffir lime leaves, barley, Palisander woods, vanilla, mimosa, and jasmine.

Boss Intense, by Boss, has an amber base. It seems to be created from vanilla orchids. Initial for Women is also a popular scent. This floral base has an ingredient list that includes lily of the valley, Turkish rose, cinnamon, patchouli, black currant leaf, and vanilla. Burberry Brit, created by Burberry, is another popular scent. It seems to have an oriental base. Ingredients in this one include soft wood, sugared almonds, lime, pear, and amber.

Gloria, created by Cacharel, is an interesting oriental scent. Its ingredients include Hibiscus, roses, amaretto, and vanilla. Clinque Happy is created by Clinique. This floral scent offers an interesting vase of fruit and flower. Ingredients include magnolia, red grapefruit, and blonde wood. Another Clinique fragrance, Clinque Simply, also features a floral base. Its ingredients include white flowers and aniseed. ISA Bella by Cotty has a fascinating base that includes vanilla, balsam, and an assortment of flowers. Escada Ibiza Hippy is created by Escada. It uses amber, pear, freesia, and cranberry for an interesting base.

One Dior perfume that is popular is Dior Addict. This scent includes sandalwood, vanilla rose, jasmine and Jamaican flowers for an interesting scent. The scent Sicily, created by Doce and Gabanna offers ingredients like honeysuckle, Italian bergamot, jasmine, Hibiscus, and sandalwood for a citrusy scent. Mago, created by Etro, has a fruit based scent to create one of the most interesting perfumes on the market. Fendi, created by Fendi, is a spicy oriental scent.

It uses ingredients like amber, musk, vanilla, and soft woods to create its unique aroma. One final popular perfume is Mahora by Guerlain. This perfume has a combination of a floral and oriental scent. The ingredients in this fragrance include frangipani, jasmine, tuberose, ylang ylang, neroli, vanilla, sandalwood, and vetiver.

Most popular perfumes include floral, citrus, or other naturals as part of their ingredients list, but those ingredients are only a small part of what goes into popular perfumes. Some of those natural ingredients are even synthesized. Aldehydic base is a popular perfume additive. It is used to synthesize balsam and chypre. Cedrat base is another popular additive. It is used in both oriental and floral perfumes and offers a citrus like scent. Another perfume additive is Curacao base. It is used in both citrus and herbal scents.

Gardenia is also a popular scent. It is used primarily in floral perfumes. Hawthorne is used to help with amber, balsam, and woody scent. Neroli has a number of different uses. It is used for amber scents, floral scents, leather scents, lilac scents, magnolia scents, lily of the valley scents, and gardenia scents. Orange Flower is used in poppy based scents, cedar scents, and freesia fragrances. Red rose is used in almost every fragrance on the market. Verbena is used primarily to synthesize citrus fragrances.

The perfume market is a huge industry. The bases vary from scent to scent.

Making Scents of the Top Perfume Categories

The fragrance industry did more than ten billion dollars in sales last year. People love perfumes. They like scents in everything they use. In our society, we use perfumes in almost every product we make. Perfumes are in our soap and our cleaning products. We use perfumes to freshen our air, our bodies, and our pets. We cannot escape these scents in our society. People have used perfumes for thousands of years, and until recently; all perfumes were made of completely natural ingredients.

In recent years, perfumes have become less expensive. As a result, more and more people are able to purchase them in a variety of products. However, as these two things have happened, they have lost most of their natural ingredients and become more synthesized. More than ninety five percent of the chemicals that come in perfumes today are synthetic. As this has occurred, perfumes have been placed into seven basic categories.

The first perfume category is floral. Floral perfumes make up more than half of all fragrances on the market today. They are, quite easily, the most popular category of perfumes. Floral perfumes are very feminine and are typically associated with romance. There are several different types of floral perfumes. Floral green perfumes are characterized by things like iris and galbanum. Floral fruity perfumes offer things like cassis, pineapple, apricot, peach, and apple hints combined with flowers. These are the newest category of floral perfumes, as they have only been introduced to the market in the last ten to fifteen years.

Floral fresh perfumes are spring like fragrances. Hyacinth, lily of the valley, orange blossom, hinted with bergamot or other citrus usually make up the base of these perfumes. There is

also a basic floral category within the florals. Rose and jasmine are the two most popular basic floral perfumes, but ylang ylang, narcissus, tuberose, iris, and carnation are also popular bases within this category. Another category is floral-aldehydic. This group is often called florizontals. They are intense floral perfumes. They were popular around the turn of the century, but they made a huge comeback in the nineteen seventies.

Another popular perfume category is the Oriental scents. These are the heaviest of all of the scents. These fragrances are most popular in Europe and the United States, despite their name. They are considered to be evening scents, and many people consider them to be very sexual scents. As with the florals category, there are a few categories within this scent. Oriental-ambery scents usually have a citrus and vanilla base. These became popular in the early nineteen eighties. The bases can also be combined with green or herb like elements for a bit of a twist.

Another category is the Oriental-spicy category. Clove, mace, and cinnamon are the usual bases for fragrances in this category. Lots of florals fit in this category, too, though. Jasmine, ylang-ylang, or various salicylates are popular, and they lend these scents a feminine touch. Many masculine fragrances are based on an Oriental-spicy combination.

The citrus scent is another category of popular perfumes. These are among some of the oldest scents known the perfume world. Many masculine scents fall within this category, but they are gaining some popularity in the women's fragrance market. All of the scents in this category are energetic and sporty. They make great summer scents. There are three categories within citrus scents, but they are poorly defined, as it is not a well-explored category of perfume. It is just becoming a popular one for manufacturers to cater to.

Citrus fantasy is one category. This is a highly imaginative category that a number of unisex scents are currently working with. Citrus fresh is another category. This is the oldest category, and it utilizes traditional citrus scents as a base. The final category is citrus-green. The green elements of this category help to brighten the fragrance to some degree.

Chypre is also a popular perfume category. This is a complex category, blending woody, mossy, and flowery scents with leather and fruit. This is a dry fragrance with little hint of sweetness. This is a fragrance for elegant, classical people who prefer their lives to be slightly out of the norm.

The world of scents can be difficult to make sense out of. Once you do, however, you will be choosing your fragrance like a pro in no time.

Fragrance Families Explained

Ever wonder how fragrances are categorized? Traditionally all fragrances are a part of a specific family or group. Although their names vary somewhat, there are basically six categories or olfactive families of perfume. They are floral or sweet, sporty or clean, green or natural, musk/oils, chypre/woody and finally, oriental/spicy. Some people like to find one fragrance and stick with it while others enjoy changing fragrances according to the occasion, their mood, even

the season of the year. As well, age has an effect on fragrance choice. As a female grows from a girl to a woman, often her fragrance matures right along with her.

The floral/sweet family of fragrances is considered the most popular category and they are ruled by the scent of either one or a variety of different flowers. When only one type of flower is used it is referred to as a "soliflore." This family of perfume ranges from sweet to subtle and everything in between. This is a youthful fragrance family and is ideal for the woman who enjoys being girlish and playful whenever she wishes. Examples of classic fragrances in this family include Chanel No. 22, Curious Britney Spears, Estee Lauder's Pleasures and White Linen, Joy by Jean Patou, L'Air Du Temps by Nina Ricci, and Safari for Women by Ralph Lauren.

The second fragrance family is sporty/clean. This scent has a very clean, fresh out of the shower smell and is comparable to the scent of soap. Sporty/clean fragrances are often considered "freshening" and are commonly found in eau de colognes. This is considered the fragrance family for the athletic set. Some examples of classic scents in this family include Cashmere Mist by Donna Karan, Estee Lauder Alliage, Lily Chic by Escada, Ralph Lauren Polo for Women and Tommy Girl by Tommy Hilfiger. Tommy Girl is particularly popular among teenaged girls.

The green/natural fragrance family provides a fresh and very down-to-earth kind of scent to all who wear it. It is for the woman who likes to be as real and natural as can be. Some examples of green/natural scents are Burberry London, Calvin Klein Escape for Women, Calvin Klein Truth for Women, Chanel No. 5, Elizabeth Taylor White Diamonds, L'Instant de Guerlain by Guerlain, Poison by Christian Dior, Romance by Ralph Lauren and True Star by Tommy Hilfiger.

Musk/oils, the fourth fragrance family is scents that leave little to the imagination. They are strong, suggestive and very sexy. This is above all a sultry scent that speaks volumes between lovers. In other words, it speaks for you when you are without words. Musk gives off the most powerful scent of all of the perfume oils and most commonly is taken from the male musk deer from the Himalayas. Musk is also derived from the muskrat and musk ox. Examples of popular musk/oils are Caleche by Hermes, Dolce & Gabbana for Women, Lagerfeld Sun * Moon & Stars, L'Aminant by Coty, O Oui by Lancôme and Shalimar by Guerlain.

The fifth fragrance family is woody/chypre (pronounced Shee-pra) or is sometimes referred to as earthy. This fragrance group is composed of the ingredients bergamot, jasmine and oakmoss. The chypre family of fragrances is named after a perfume by a person of the same name, that of Francois Coty and is also believed to be named after the Island of Cypress in the Mediterranean. Chypre means "cypress" in French.

This family of fragrances is a mixture of floral and earth scents and is very similar to the flavors of custard and apricot combined together. It is the woman who enjoys the outdoors and the beauty of nature who often wears the chypre fragrance. Examples of popular chypre/woody fragrances on the market include Chanel No. 19, Miss Dior by Christian Dior, and Envy Me by Gucci, Michael Kors, Paloma Picasso Perfume and Romance by Ralph Lauren.

The sixth fragrance family is the oriental/spicy family. Sometimes referred to as ambers, this popular fragrance is animal scents and vanilla combined with flowers and woods. The mixture of incense resins and camphorous oils enhances the oriental fragrances even more. This

fragrance family is both spicy as well as exotic and is ideal for the self-confident woman who is strong and enjoys being bold and radiant in everything she does. The oriental family conjures up images of the Victorian era in both the Far East and Middle East. Examples of the oriental/spicy family include Calvin Klein Obsession, Emeraude by Coty, Estee Lauder Youth Dew, Lancôme's Magic Noir and Tresor, Organza and Organza Indecence by Givenchy, Still by Jennifer Lopez, Ysatis by Givenchy and Opium by Yves Saint Laurent.

Do Perfumes Have Personalities?

It is believed that perfumes have their own unique personalities. This view was first put forth by the famous perfumer Jean Guerlain who is the creator of the well-known names L'Instant de Guerlain and Shalimar. Perfume is worn for a variety of different reasons- to attract and seduce the opposite sex; to improve one's mood or state of mind; to boost one's level of self confidence; to refresh and energize and so on. The aim is to always choose a fragrance that suits your individual persona. To put it another way, look for a scent that strives to enhance your aura, not take away from it by overpowering you (and others!).

Inside each of us lies our own "fragrance personality." Our fragrance personality helps explain why some individuals are drawn to fruity scents, others to florals, others to musky and still others to oriental. It has been hypothesized by perfume retailers that what kind of music a person enjoys, plus what colors they favor and what activities they enjoy participating in plays a role with regard to their fragrance preference.

Classical music lovers who vacation in country locations and adore the color pink tend to be drawn to the most feminine of all scents- the floral ones. Rock and roll enthusiasts who also favor the color yellow and enjoy indulging in spa treatments tend to lean towards the fruity kinds of fragrances. R & B music buffs that like the down-to-earth color green and believe that a dream vacation would be at a lakeside resort enjoy crisp scents that come from natural oils deriving from the stem of plants and leaves.

Moving on to jazz, lovers of this kind of music who enjoy visiting exotic spots (such as island getaways) and profess a love for the color purple, tend to go in for oriental scents that contain ingredients that exude sensuality such as heavy flowers, musk and vanilla. Oriental scents (also known as ambers) are sexy, intense, and full of energy while conjuring up vivid images of the Far East and Middle East.

Individuals who enjoy hanging out at the beach, devouring sushi and are true blue for the color "blue" have a tendency to go for ocean scents that remind them of the fresh salty air and the warmth of the sun. Those who are sophisticated jetsetters at heart and who enjoy retiring at night on red hot satin sheets and also enjoy the taste of spicy food (such as Thai) usually reach for a woody scent that calls up thoughts of earthy elements such as bark and moss.

Determining what fragrance would suit your personality has a lot to do with whether or not you are an introvert or extrovert. Let your nose be your guide but also think about all of the qualities that make you uniquely "you." To make a positive impact on others you need to perfectly match up your personality with the right fragrance. Sporty people for example, often

prefer clean, light, and fresh scents that are not too heavily perfumed and are decidedly subtle. A "hint of scent" is what athletic souls are usually looking for in a fragrance.

Fruity scents signal energy and optimism and those who are upbeat, and always have a ready smile for everyone often enjoy these types of fragrances. Sexy personalities, like sexy scents that make a bold proclamation about who they are. One naturally goes with the other. These people therefore go for musky fragrances, which leave a lasting impression (especially on the opposite sex).

Closely connected to this is a theory that was put forth by a perfume expert by the name of R.W. Moncrieff. He believed that the personality traits of a person were most definitely linked to that person's taste in fragrances. His theory was that introverted people had a much keener awareness of scents and smells of any kind than did extroverted people and for that reason were more inclined to be drawn to the intensity of oriental scents as opposed to the lighter fruity and floral fragrances.

Expanding on the concept of perfumes having personalities and taking the above theory one step further, were scientists Mensing and Beck who believed that preferences in perfumes were directly linked to favorite colors. They believed that people who were particularly fond of light, bright colors such as pink, orange and yellow would be more inclined to gravitate towards fruity or floral scents while individuals who favored darker, richer colors such as red, green or purple would be more likely to be interested in warm, oriental fragrances.

How to Choose Your Signature Perfume or Fragrance

The choice of one's perfume says a lot about one's personality, lifestyle and way of thinking. And it also makes quite an impact on other people as well. Long after you leave a room you want your fragrance to linger on, as if in remembrance of you and your strong presence. It was famous perfumer Jean Guerlain who said, "Perfume is the most intense form of memory." A fragrance is so many things. It is art, it is emotion, it is romance, it is energy, it is intimacy and it is empowerment.

Perfume tells a story all its own. For all of these reasons choosing a signature fragrance or perfume is so very essential to a woman's sense of self. Today's fragrance market is booming with over 20,000 fragrances for perfume lovers to choose from. So how does one decide on a signature fragrance? Read on ...

The first thing you need to do is decide on what specific mood it is you are attempting to create. Once you decide on that then you have completed the first important step. Fragrances can be broken down into three loosely based groups. These groups include classic, delicate and sensual.

If you are not sure exactly what fragrance you are seeking then go for a classic scent. Classic scents are the tried-and-true, old standbys of perfumes. But there is nothing dull or boring about these authentic fragrances! Classic perfumes are like the classic black dress or pair of pearl earrings that should be staples of any woman's wardrobe. A classic fragrance matches

everything. It is perfect with every outfit, every pair of shoes, for every season of the year and for every occasion, whether it be business, social or casual.

Chanel No. 5 is one of the classiest and most timeless scents around. This perfume combines ming, rose and jasmine and is a favorite of women all across the globe- from Canada to the United States and from Europe to Asia and everywhere in between. Chanel No. 5 is truly a sophisticated and elegant choice for a classic scent. Another classic fragrance worth considering is Oscar, which contains just the right blend of Bulgarian rose, amber, jasmine and mirth. This is a grown up perfume that is ideal for black tie galas.

The second group is the delicate fragrances and as their name suggests, these are very soft and feminine and hard not to fall in love with! Two of the most popular delicate fragrances on the market today are L'Air Du Temps and Premier Jour. L'Air Du Temps first appeared on the scene in 1948 and creator Nina Ricci made a hit with her delicate scent that consists of carnation and gardenia and smaller but no less important ingredients jasmine, rose and sandalwood. This perfume has often been described as being a "garden of delights." Another well-known fragrance of Nina Ricci's is called Premier Jour and this very ultra modern fragrance of the 21st century is based on a note of sugared almond and is very pleasing to the senses.

The third group is the sensual group and it is very bold, self confident and passionate. Sensual calls to mind two signature fragrances right away, Opium and Chance by Chanel. Opium first appeared on the fragrance front in 1977 and it has been exceptionally popular ever since. This perfume is thought to be sultry and magical with its blend of carnation, jasmine, lily of the valley, mandarin, amber and vanilla. One of Chanel's latest fragrances, Chance, is spirited not to mention edgy, and boosts a feeling of enthusiasm and optimism. This perfume is sure to delight any woman with its sensual pleasures. The scent is made up of citrus notes, jasmine, pink pepper and white musk.

When shopping for your signature perfume you should remember that your choice of fragrance should complement everything about you, from your looks to your personality to your specific lifestyle. How a perfume smells on somebody has a lot to do with his or her body chemistry, as body chemistry is a very individual entity. The same scent on one woman will smell differently on another. That is why it is so essential to make a determination about perfume based on how it smells on your skin, not on someone else's.

Be aware that fragrances after they are applied to the skin change their smell slightly so be patient and give it time to decide if it is suitable for you and especially if you want to make it your signature fragrance. A signature fragrance is very unique- make yours speak for you!

Mix Master- Having Fun Making Your Own Special Scent

Creating your own special scent can be a way of personalizing a fragrance and making it truly your own. One of the greatest advantages of creating your own perfume is that you allow it to maintain its true essence and you are guaranteed that you are getting the real thing. It is not about fancy bottles but about how your special scent can have an effect on your moods, thoughts, ideas and memories. If reducing your stress load, perking yourself up, making

yourself feel more joyful or getting you into a sexier state of mind is what you desire than creating your own special signature scent is just what the doctor ordered! Making your own fragrance is not a difficult process nor is it expensive. Most ingredients you would need to mix up your special concoction can be purchased at a health food store or drugstore.

Before you do anything else you must make a decision about how strong a scent you wish to make. Are you going for heavy or light? Bear in mind that perfumes are the strongest as they contain 15 to 30 percent essential oils, diluted in a base of 70 to 85 percent of alcohol and at least 5 percent of distilled or spring water. Toilet waters tend to be less strong and consist of 5 to 10 percent essential oils while body splashes and colognes have the least at 1 to 2 percent.

For the alcohol to be used, 100-proof vodka is the best or else 95 percent grain alcohol (190-proof). Fixatives are needed to give the fragrance a long shelf life. The definition of fixatives is, "ingredients added to a composition to lend their own unique scent and to 'fix' the other ingredients as well, retarding their overall rate of evaporation." Some of the most popular fixatives include balsam of Peru, benzoin, myrrh, sandalwood and vanilla. The most commonly used fixatives for creams, lotions, oils and bath blends include castor oil, grape seed oil, tincture of benzoin and Vitamin E gel cap liquid. If you would like to add a splash of color to your special scent then use a natural, vegetable food dye of the highest quality.

The materials you will need to gather together to make your own perfume include your favorite essential oils, whether they be lavender, rose, sandalwood, etc., fixatives of your choice (examples as previously mentioned are myrrh, sandalwood or vanilla), alcohol, eyedropper, small bottles, jars and vials and a notebook to record the exact amounts of essential oils you use in your perfume recipe.

Things to keep in mind when making your own special scent are glass containers and jars are fine for preparing your scent but avoid them for storing it as the sun has a way of distorting the aroma. If you plan to make a number of perfume blends, always name, record and date each one. After you add a new essential oil to the recipe take the time to smell it in order to determine if it is what you want. Always clean the eyedropper with a bit of alcohol between each new addition of essential oils. Just like fine wine, perfume gets better with age so remember to age your concoction for a couple of days or even weeks in order to smooth it out and settle the scent. Keep it stored in a cool, dark, dry area.

The process is very simple for making your own special scent. First you need to take the essential oil concentrate of your choice and add it to the alcohol, stirring slowly but for long enough that the oils are able to disperse in the mixture. Once you have done that allow the recipe to stand for a period of 48 hours. Once the 48 hours have passed add 2 tablespoons of distilled (or spring) water to the mixture and then stir it slowly but as thoroughly as possible. The longer you let your perfume stand the stronger it will become.

If you want a strong perfume and not cologne then let it stand for as long as 4 to 6 weeks (this is known as a curing or maturation time). If your mixture becomes too strong for your liking then the solution is to add more water to dilute it further. The final step after the mixture has cured is to carefully pour it through a coffee filter (to avoid any sediment destroying the perfume) and into a bottle. And now you have your own special scent!

The Scents of Layering- What Does It Mean?

Fragrance layering is an interesting, not to mention effective, concept in the world of scents. It is defined as, "the process of applying all the various forms of bath preparations in the same fragrance." The process is done to optimize the impact of the fragrance in question and to allow it to have lasting power.

There is a specific order to how these products must be applied to the skin but it depends to a large extent on the particular skin type of an individual. For example, those with dry skin would do well to use a body cream because well-hydrated skin tends to hold in scent longer. And well-moisturized skin is important no matter what! On the other hand, those with oily or combination skin types would benefit from using a perfumed talc or powder to help ensure the longevity of the fragrance.

Fragrance layering takes place in a sequence of steps and not everyone follows all of the steps all of the time, and as previously mentioned, skin type does play a significant role. Fragrance layering can occur when one applies a minimum of two or more products but the more products used, generally the more benefits one reaps from the entire process. Keep in mind that you are going for a lasting effect not an overpowering one!

The general steps in order for fragrance layering include using bath powders or oils, then cleansing with fragrant soap or gel, and then following with body cream or body lotion. Next comes the fragrance talc or dusting powder step (for those with oilier skin), fragrance deodorant, then eau de toilette, parfum (or perfume in English) and it is always advisable to carry a trial size scent to freshen up fragrance later in the day if it becomes necessary. Fragrance deodorant is the least commonly used product in the fragrance layering scheme of things.

Scented shower gels (which are simply soap in a liquid form) or soaps cleanse the skin and leave it lightly fragranced and dewy clean. Body lotions or moisturizers provide an excellent base for a scent. A body lotion that is moisturizing will leave you feeling soft and scented and will ensure that the skin is well hydrated (high in water content). Moisturizers lock moisture into the skin. Body lotions work the best for oily skin types.

Perfumed body creams are made of richer (in other words, thicker) and more luxurious a consistency than are lotions. Body cream is the best bet for dry or extremely dry skin. A scented talc or perfumed powder is excellent to use on oily skin because it serves to absorb wetness, perspiration and works overtime to fight odor.

Men have two options in fragrance layering that women do not and these include aftershave balm and after shave lotion. After shave balm is comforting when razor burns take place and this product is scented ever so slightly. Aftershave balm leaves a man's skin feeling cool and well hydrated. This product is best to use on skin that is normal, dry or sensitive but could prove to make oily or combination skin even oilier.

Aftershave lotion helps prep the skin for the next phase of fragrance layering and it just plain

makes the skin feel good. After shave lotion can be used by itself or before toner is applied to the skin.

Body oil is both concentrated and scented and allows moisture to be locked into the skin. When massaged into the skin delicately, body oil will make the skin feel warm and smooth to the touch. Many people end their fragrance layering at this stage as the lasting power of fragrance would be guaranteed at this point in time.

Finally if you like, a perfumed deodorant can be applied to fight both wetness and perspiration. However be aware that not everyone's skin reacts well to deodorant that is on the perfumey side. If you use a perfumed deodorant and develop red, itchy skin or a rash, discontinue the product and use a non-scented type of deodorant instead.

To further enhance the long lasting effects of fragrance layering, always remember to apply scent to the places on the body "where the blood flows close to the surface of the skin," in other words, the pulse points. The pulse points on the human body are the insides of the wrists, the sides of the neck, the elbow creases, behind the knees, around the ankles and between the breasts. Also always begin spraying fragrance low on the body as scent rises upward as it warms up. Keep your fragrance stored in a cool, dry area where there are no extremes of temperature or strong lighting (including sunlight) to damage the perfume or alter its consistency.

Cook Up Some Scents in Your Own Home

There are so many possibilities . . . possibilities that will fill your home with luxurious scents that are uniquely yours. Scent, as we all know, invoke memories but it also affects our mood, our appetite and our erotic desires. Natural scents like jasmine, lilac, cedar, myrrh, and tuberose, are just some of your natural options but then there are cinnamon, fig, orange and many others you already have at home; and, know it or not, you are already using some of them to create an aromatic ambience in your home.

What do people smell when they enter your home? The smells of cooking? The smells of fresh flowers cut from your garden? With just a little effort you can add to these pleasant aromatic treats with some concoctions of your own.

Layering scents! One technique for dressing up your home in aromas is layering the scents. For example you can have an oil burner with an orange or spice scent and then brew a pot of orange spice tea. Or use the same technique with scented candles while having a pot or kettle of water simmering with some compatibly scented oil. Orange is, of course, just one of the many common scents available, how about vanilla, strawberry or kiwi or a combination of oils such as a bit of vanilla with a touch of ginger oil and peach.

Sachets! Here's a technique for creating little packets of scent for around the house or even in your car: Wrap up chopped pinecones and spruce or cedar sprigs in a cloth handkerchief and use a rolling pin to press out the oils. Separate the now highly scented material into little sachets to create your scented bundles. Make it a habit to collect fragrant things like spruce,

flower petals and lavender to make these sachets.

Have you ever heard of a scented sleep pillow? You can make your own scented sleep pillow with rose petals, other favorite flower petals, chamomile buds and lavender. Mix these all up and sew them up into mini-pillow that you keep nearby when you sleep -- pleasant dreams!

Just a couple more tips! Vanilla extract has a pleasant scent and just a touch of it on your wrists will allow you to carry that scent around the house with you. Another practical use for the power of the vanilla scent is to create a hand soaking solution out of milk and vanilla. If you have been cleaning fish or working with anything that has left an unpleasant odor on your hands, soak your hands for a few minutes in this home-made solution and you'll be free of the bad odor.

Cinnamon sticks are an old, old favorite. If simmering some cinnamon in water doesn't take you back to some pleasant memories it will at least provide some new ones. Invest in a home coffee grinder -- that is a smell-generator that is, to some people, worth more than the investment.

Homemade perfume! Here is a basic homemade perfume recipe (from Ultimate Cosmetics at: <http://www.ultimate-cosmetics.com/beauty/homemade-recipes/perfumes.htm>). You can also find more specific recipes at Ultimate Cosmetics as well as elsewhere on the Internet.

Ingredients:

1 cup water

1 cup fresh chopped flower blossoms

Directions:

In a bowl, place a cheesecloth where the edges are hanging over the bowl. Fill with 1 cup of flower blossoms of your choice. Pour water over the flowers until they are completely covered. Cover and let sit overnight. The next day using the edges of cheesecloth pull it out of the bowl and gently squeeze the scented water into a small pot. Simmer the water until about 1 teaspoon is left. Cool and place into a small bottle. Making perfume this way has a shelf life of about 1 month.

Some suggestions for flowers are: Lavender, lilac, orange blossoms or even honeysuckle. Anything that has a scent you love and is, at the same time highly fragrant, will work best for you.

A note about aromatherapy! Aromatherapy is today's new thing! Aromatherapy is, essentially, the use of aromas to create positive changes in your health and sense of well being. Think about these statistics: If you hurt yourself it may take up to 12 seconds to feel the pain. If you encounter a scent, it takes about 5 seconds for it to register in your brain. That might suggest something to you about the power of scent and the practical possibilities of aromatherapy.

Aromatherapy uses "essential oils," as opposed to the "fragrance oils" that are typically used to imbue your home with your scent of choice. Inhaling, bathing with or misting these essential

oils allow them to relax you, relieve your common headaches, improve your mood, give you more energy and even assist you, indirectly, with losing weight. Those may seem like some pretty amazing claims but there are many who swear that they are valid claims. It must be said that aromatherapy works better for some people than it does for others because some people are more open to its possibilities than others.

How to Shop for a New Fragrance

Choosing a new scent for you or for someone else is almost like science. There is a lot of experimenting and trial and error. Luckily, you know what you like and dislike. That's the easy part. The hard part is wading through the fragrance counter in a department store with all of your olfactory senses intact.

The key to testing various perfumes and fragrances is to actually apply a scent onto your skin. Choose a pulse point and apply the fragrance. Your next step is to leave the area immediately or walk the mall for about twenty minutes. You want the fragrance to have enough time to react with your body chemistry as well as mellow out, especially if you like the scent from the start. Sometimes, the top note of a fragrance is appealing, but as the scent starts to react with your body chemistry, the middle and base notes of the fragrance could change dramatically. If after that length of time you still like the smell, then you have a potential new fragrance.

It is important to note that you should never try more than two or three fragrances at a time. Make sure and apply the test scents on different pulse points that are not close to each other. You do not want the scents to co-mingle because then you could not make a sound decision on which one you like.

So how do you choose a fragrance for another person? How do you know what they are going to like? This is really a tough call, especially if that person doesn't really wear a lot of fragrances anyway. One choice you have is to play detective. Ask their significant other or figure a way to find out what scent they are currently wearing. Once you have that answer, you have two options.

The first option is to just buy some complimentary products in the same fragrance or buy a gift set. These sets usually come with cologne, lotion and sometimes, body powder or shower gel. Your second option is to tell the salesperson at the fragrance counter what your friend wears and ask for recommendations that are within the same scent family. By knowing what the person uses already, you have gained valuable insight into what fragrance family they like whether it be floral, spicy, woody, oriental or more.

Ok, so what do you do when the person offers no clues to their fragrance preferences? This is where their personality traits come into play. Who they are can help define their signature scent. There are so many scents and fragrance families, this insight into their personality can be the deal breaker in finding a fragrance just for them.

Is your friend a girly girl who embraces her femininity? If so, scents from the fruit or floral families just might make sense. What if she is one hot mama? Sexiness and confidence need a

bold scent that plays up those traits. Spicy or oriental fragrances that contain musk or cinnamon are good bets. The peace and love “earthy” type of person is down home and no nonsense. She probably loves the great outdoors and wears earth tones or the color green. For this type of personality, the earthiness could be played up with a woody or mossy scent. Variations of musk and sandalwood are possibilities too.

And how about the person who believes in true love and happy endings? She has a presence in a crowd and is confident in love. She’s giddy and optimistic. This romantic gal needs a dynamic, flirty scent laced with various floral notes along with a fresh citrus or light oriental finish.

Of course, you might make a minor miscalculation when choosing a new fragrance for you or someone else. Before you buy, ask about any return policies. Many places do not accept returned merchandise unless the product has been unopened. Do not rely on those little pieces of paper that salespeople spray perfumes on. This does not give a true representation of what the scent will be like. When in doubt, ask for perfume or scent samples. These are just the right size for one or two applications and can give you great insight into the right choice of fragrances for you or a friend.

Parfum de Pew – Why Some Fragrances Stink on You But Not Someone Else

Choosing a fragrance is almost like a chemistry experiment. You have a hypothesis: A fragrance smells great in the bottle, but will it smell equally as good once it reacts to your skin chemistry? The results could be inconclusive unless you do a lot of experimenting of new perfumes and fragrances. You see, it takes time for a fragrance to really interact with your skin. First impressions of a fragrance don’t really count when choosing your perfume. It’s those lasting impressions, or base notes in fragrance terms, that you are aiming for.

The simplest response that answers the question of why some fragrances stink on some people and some don’t are basically that everyone’s skin is different. Skin chemistry is unusual and unique. Even a person’s own skin chemistry can change on them from time to time. These changes can occur without apparent warning to the wearer of the fragrance. One day you could be wearing your favorite fragrance that smells heavenly and the next day, it could stink.

There are a number of factors that can cause your skin’s chemistry to change. The biggest factor is plain old stress. If you are anxious about something, your heart rate could change and you could develop clammy hands or start to sweat more. Stress can easily alter your body chemistry and affect how a fragrances smells on you.

You may have heard the phrase, “You are what you eat.” This ties in closely to the second factor that affects how fragrances smell on your body. Your diet, the foods you eat, can drastically change the smell of various scents on your skin. One extreme example is if you enjoy garlic with your meals. As most people know, if you eat too much garlic, you can smell a faint garlic aroma coming from your skin pores when you sweat. How well do you think garlic would co-mingle with your fragrance? Onions and other foods that can cause gas are also culprits that can alter the smell of a fragrance.

Your age can play a factor in your skin's chemistry. There are several major hormonal changes for men and women. The first change is that transition from little kid status to hormonal teen. Puberty can wreck havoc on a teenager's body – oily skin, cracking voices, body hair everywhere, menstruation and growth spurts. The whole teenage years are thrown into turmoil and don't really settle down until a person's early twenties.

The next major hormonal shift is something that only women go through – pregnancy. You know those cravings that only occur while carrying a child? The same principle applies for fragrances. A certain scent may smell totally different when you are pregnant. By the same token, your own sense of smell can also change.

The last major hormonal hurdle that can cause skin chemistry changes is "the change," also known as menopause. Believe it or not, men can also suffer to a certain extent from this hormonal shift. Skin becomes drier and thinner. Testosterone and estrogen levels fluctuate and night sweats are another menopausal factor.

Certain medications and even medical conditions will also play a part in how your skin's chemistry will alter a fragrance's scent. People with diabetes for example have a tougher time finding an appropriate perfume or fragrance. Because their blood sugar levels fluctuate daily, so would the scent of a fragrance. Finally, some people's skin just has a certain attraction to various essential oils. Their skin may absorb one kind of essential oil from a fragrance while another dissipates very quickly. It can take a lot of trial and error to determine which essential oils work best for your skin chemistry.

To help you better determine what fragrances would work the best with your skin chemistry; apply test scents on your pulse points. Pulse points are where the blood vessels are close to the skin's surface and thus provide more warmth. Test no more than two or three scents at a time. Smell these scents throughout the day and even reapply on the same pulse points on a different day. If the scent is consistent each time and you like the smell, you may have just found your new perfume or fragrance. It may take a little time deciphering how the whole skin chemistry thing works for you, but it is well worth the effort.

Easy Tips to Applying Your Favorite Fragrance

The appealing fragrance of a perfume has been described as being "like gathering an armful of luscious rose petals at the height of their bloom." Fragrances today last longer on the skin than ever before. To use an example, Revlon's "Lasting" is truly that- it has lasting power for up to ten hours. There are some easy tips to applying your favorite fragrance that everyone should be privy to.

Before buying a fragrance always try it out on your own skin first. A fragrance sprayed on a cardboard piece of paper will give you an inkling of how it smells but not how it will smell on YOU. And keep in mind that not all fragrances smell the exact same on everybody as no two body chemistries are the exact same. Spray the scent on the inside of your wrist and then allow it to warm and absorb into your skin. Your own personal body oils will determine how the scent will smell on you.

Do not be hasty in deciding whether or not a scent is suitable for you or not. Instead, after applying it, give it twenty minutes to an hour to make a proper determination. Or better yet, every couple of hours let your nose have a whiff of it and see if the original scent retains its fragrance. Longevity of a scent is important. Remember that not all scents have the same effect on everyone and some agree with some people's skin better than others. Once applied to your inner wrist, never rub it on your other wrist as this can alter the scent of the fragrance tremendously.

The best places to apply fragrance are between your breasts, around the ankles, the sides of the neck, and behind your knees as these are your pulse points. If you wear a watch or bracelet(s), be careful when spraying scents. The fragrance you apply could react to the leather or plastic strap or the gold or silver of the bracelet and dull the material so keep this point in mind when you apply your favorite fragrance.

For those with skin on the dry side you will need to reapply your fragrance often but for oily or combination skin it is less often. Dry skin doesn't retain scent as well as skin higher in oil content.

It is best to test new scents one at a time. Do not overdue a good thing when it comes to perfume. If you sample too many at once you will confuse your nose and won't know how to choose between fragrances. Rome wasn't built in a day and neither do you need to make a snap decision about which perfumes suit you best and which don't.

A good rule of thumb for applying your favorite fragrance is that less is more. This is particularly important to keep in mind if you are attending a social or business related event where there will be lots of people. A spritz of a fragrance applied with a light hand to a pulse point is all that is really needed. And remember, big events equal lots of women (and men) wearing lots of other fragrances. In this case too much competition between fragrances may not be what you are striving for!

A tip that is not well known but is perfect for the social event scenario is to spray the outside of your hand instead of your wrist. This works because it allows the scent to defuse in an outward direction. It is airy and oh so subtle which is what you want. Another option is spraying the air (in much the same way as you would spray air freshener in a room) and then simply walking through the scent as it falls around you. This is a subtle but effective way of perfuming yourself. If you are concerned about your outfit then don't worry, as it will not affect your clothing in any adverse manner.

Less is more is also wise to keep in mind as you age in relation to applying your favorite fragrance. Our sense of smell is not as sharp as we get older and the dulling effect means we cannot always accurately gauge whether we are wearing too much, as opposed to enough, fragrance. We might automatically assume that if we cannot smell our fragrance on our own skin that no one else can either. Never assume this is the case!

What's That Smell? Know How Much Fragrance is Just Enough

Oh what wicked fun it is to smell pretty and to feel that scent carry you away to a place in your mind where everyone you encounter is as enraptured by your scent as you. It would be so easy, while in that state of mind, to add just a bit more; to extend that imagined zone of your influence just a bit farther . . . just a bit more.

It is so easy to get carried away with your perfume and not realize it when the 'whisper' that was intended to suggest your presence, has turned into the bold pronouncement: "here I am . . . smell me." That may seem to be a crass way to put it but it helps to make an important point: your scent is most effective when it emphasizes you, not when it advertises your perfume.

Fortunately it's easy to avoid such a miscommunication; here are a few tips:

Don't trust your nose! Just as it's hard to know exactly how your voice sounds to ears other than your own, it's equally hard to know how your scent comes across to noses other than yours. Experience shows that when your fragrance smells to you, just like you want it to smell to others -- you are probably wearing too much. As a general rule: just a hint of scent to your nose will be just about right for others.

Never behind the ears! Just a dab or a very light spray on each wrist and on each side of your neck is sufficient. Never, ever apply perfume behind your ears; that may appear subtle and sophisticated in the movies but in real life perfume behind the ears will result in one of those bold pronouncements mentioned earlier.

Walking through a mist! Another way to apply an appropriately subtle fragrance is, before you dress, spray your perfume to create a mist in front of you, close your eyes, and then walk through the mist; one trip will be all you need.

Sometimes just skip it! There may be days or occasions when even a light application of your favorite perfume seems improper; on those occasions, just skip it! Almost every perfume has accompanying products: lotions, soaps, powder, etc.; settling for a judicious application of one of these products will leave you with just that hint of the scent that has become an essential part of you.

Alternatives! Another way to tone down your scent when subtlety seems like a good idea is to switch to a cologne or even an eau de toilette.

Cologne is your next step down on the scent scale. Somewhat less potent than perfume, cologne can be applied like a perfume, that is, either dabbed on or lightly sprayed in the very same ways in the very same places perfume is applied. Even cologne can be (but of course should never be) over applied but its effect is somewhat less obvious except to the scent sensitive. Cologne, when well applied, can provide an appropriately compelling scent for an entire day.

Eau de Toilette is a very diluted form of fragrance and preferred by many because it allows the user the freedom to apply it more liberally with less chance of overdoing it. Eau de toilette is almost always sprayed on, rather than dabbed on as are perfumes and some colognes, and

many women prefer that convenience. There is also an economy factor; you'll find that eau de toilette comes in larger sizes for much less cost than perfumes or colognes.

Olfactory malefactors! You've probably heard or read about complaints from people who have spent uncomfortable (and even nauseous) periods of time, in enclosed spaces, with people (men as well as women) who have doused themselves with their favorite scent. The complaints are completely justified. There are many people, more than you would think, who just have sensitive noses and are intolerant when it comes to being exposed to other people's scents.

There are also many people who actually have severe physical reactions to overpowering colognes or perfumes; reactions that can be dangerous to their health. It would be good to remember these people on your next elevator, airplane, train or taxi ride -- not that you'll ever be accused of being an olfactory malefactor.

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