

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

The Power of Scent: How to Make the Most of Your Fragrance

Topics Covered:

Benefits of Spritzing on Your Favorite Scent

Fragrance Flunkie – How to Choose the Right Scent for that Special Someone

Spice Up Your Life with Some Scents

Introducing Seasonal Scents into Your Beauty Regime

Perfume Perfection – What Scents are Best for the Bedroom

Seductive Smells – What Drives a Man Wild?

From the Boardroom to Bed – Fragrance Tips to Get You Through Your Day

Perfume Packs a Punch – How to Make a Great First Impression

Secrets to Making Your Scents Last All Day

Is it His or Hers? When Fragrances Can Be For Men or Women

Perfume vs. Cologne – What's the Difference?

Fragrances for Men – Why They Are So Different from Women's

The Power of Scent: How to Make the Most of Your Fragrance

Benefits of Spritzing on Your Favorite Scent

Perfumes are a 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 because of the benefits they can offer.

The sense of smell is a very complex sense. Everything you smell emits molecules. Your sense of smell begins when those molecules enter your nose. At the top of the nasal passage is the olfactory epithelium. This is a large area of olfactory receptor neurons. Each neuron has hair like projections. The projections are called cilia. As an odor molecule comes up the nasal passage. The cilia trap it. This forces the olfactory receptor neuron that the cilia are attached to send a message to your brain and cause you to perceive a smell.

Scientific studies show that the smells you perceive can have a significant impact on the way you feel. Life without fragrance can lead to poor mental health including anxiety and depression. Life with fragrance has a huge variety of benefits.

One benefit of perfumes is the relaxation they offer you. The aldehydes some fragrances contain create a soothing effect for your mind. Scents that include this benefit usually have ingredients like lemony smells. Some of these essential oils might be lemon grass, lemon balm, citronella, and eucalyptus. Other ingredients can cause a sense of relaxation to come over you. Esters also have this sedative like effect. The essential oils in this category are Roman chamomile, lavender, clary sage, petitgrain, and bergamot.

Another benefit of perfume is to stimulate your mind. This can help you focus on the task at hand and pay attention to the things that are important to your life at the moment. This can help you raise test scores. It can also help you raise your level of endurance. A higher level of endurance has been associated with a number of different things. For example, if you are attempting to lose weight, a higher level of endurance can help you work out longer, which means you, can burn calories quicker. A higher level of endurance has also been known to help raise the efficiency level of the body's immune system, thereby helping you stay healthier longer.

A number of different perfume components can help with this mind stimulation. The alcohols many fragrances contain can have this affect on your mind. Scents that offer stimulation include

rose, petitgrain, rosewood, peppermint, myrtle, tea tree, sandalwood, patchouli, and ginger.

Phenols can also offer a stimulation of the mind. It is important, though, to watch your use of perfumes containing phenols, because extended use can cause liver toxicity. Scents that include phenols include clove, cinnamon, thyme, oregano, savory, cumin. Terpenes scents have also been known to be very stimulating. Some terpenes include lemon, orange, bergamot, black pepper, pine oils, nutmeg and angelica.

Sesquiterpenes are also considered to stimulate your mind when used as an ingredient in your favorite fragrance. Scents included in this category are blue chamomiles, immortelle, tansy, yarrow and tagetes. One final category of ingredients in stimulating perfumes is the esters. While they are a stimulant, they are also considered to harmonize with the nervous system. Scents that are usually grouped with this category are cinnamon, clove, anise, basil, tarragon, parsley, and saffron.

An additional benefit of perfume is to give you a sense of confidence and inner beauty. If you are comfortable with the scent you are wearing, you are more likely to be comfortable with the image you are projecting to the outer world. As a result, your self-esteem level goes up and so does your sense of confidence.

Perfumes have a number of different great benefits for a number of different reasons. These benefits are probably the reason perfumes are so popular in today's society.

Fragrance Flunkie – How to Choose the Right Scent for that Special Someone

Choosing that perfect fragrance as a gift for that perfect lady in your life may seem like a Pandora's box that is better left lidded, but with just a little advice the task may not seem as daunting.

The right fragrance will make her happy and make her feel as beautiful as you know she is, but with the thousands of perfumes on the market how can you possibly find the "right" one? There are two keys, one is fairly obvious and the other more obscure. To use these keys you'll need to ask yourself two questions: What does she like? What is her skin type?

What does she like? To begin with, if the lady in question has a favorite perfume and she's perfectly happy with it; problem solved! Her choice of that perfume was, you can be certain, a choice made only after trying a myriad of fragrances that were touted by movie stars, fashion consultants, designers and other fragrance gurus and after spending countless hours cleansing unwanted scents from her body. In the end, she found the one that had the desired effect on her: it made her happy and made her feel beautiful.

Don't mess with her success! There are some times and places in life where creativity is not rewarded, this is one of those times. Purchase her favorite perfume, a nice card and perhaps some flowers; or you can supplement her current supply of her favorite perfume with a purse-sized version or a soap, powder, lotion or body wash of the same fragrance; virtually no well-known perfume on the market is without its companion products.

If, on the other hand, you have reason to believe that the lady is not happy with her current perfume this is your chance to rush to her rescue. Warning! You are rushing through uncharted terrain. A perfume that, to your senses, is delicate and sensual may be less than that . . . or worse . . . to the one who wears it.

Now is the time to revisit the question: What does she like? Is it the scent of vanilla or cinnamon? Does she have a favorite flower? You may not know much about choosing perfumes or what is available to choose from but you do know her . . . and the sales consultant that you find behind the perfume counter in a major department store or perfumery will make up for what you don't know about choosing a scent.

Start by telling the sales consultant what fragrance she is currently using and why she is unhappy with it; did she complain that it was too strong? Too musky? Too flowery? While flower scents are traditional favorites, some people just don't like spending their day smelling like a bouquet of roses. What kind of scent does she surround herself with at home? Does she use scented candles or perhaps a scented oil heater?

What is her skin type? This is something you must be sure to discuss with the sales consultant. People with fair complexions usually have dryer skin; if your fair maiden has a fair complexion she may require a bit of a stronger scent, perfume does not last long on dry skin. The opposite is true of darker skinned ladies, a little goes a long way on darker or oilier skin.

Your own reality show! As you can tell, selecting a new fragrance as a gift for a special someone can be as exciting and as treacherous as a TV reality show, and whatever choice you and an experienced sales consultant finally make, it's a choice that will be subject to uncompromising scrutiny. This is, after all, a scent that the intended recipient will either adore, dislike or even despise. The upside, however, is that she will certainly appreciate your thoughtfulness and even if she doesn't like your choice of perfume there will be no harm done . . . if you do it properly.

When you purchase the perfume:

Make sure it is returnable if necessary (you may be spending anywhere from \$15.00 to \$100.00 for the perfume and, if it doesn't please the recipient, you should be able to return it for a refund or at least a store credit so you can replace it with one that will make her happy.)

Also purchase a small accessory item of the same scent; this will give your friend a chance to sample the scent without unwrapping the perfume. (If the perfume is unwrapped you may not be able to return it to most stores.)

Have your gift professionally wrapped.

Keep the receipts.

Good luck! And, if she doesn't like the scent you chose, tell her how pleased you would be to take her back to the store and allow her to pick out one she likes better.

Spice Up Your Life with Some Scents

If your life is in need of a pick-me-up consider spicing it up with some scents! Perfume is defined as “a mixture of fragrant essential oils and aroma compounds, fixatives, and solvents used to give the human body, objects, and living spaces a lasting and pleasant scent.” It is the amount and type of solvent that is combined with the fragrant oil that determines what form it will take, be it a perfume, a cologne, eau de parfum or eau de toilette.

A perfume (parfum in French) is the priciest of all of them on account of it's being the most concentrated. Cologne (or eau de cologne in French) is the weakest of them all and is approximately half as concentrated, as is perfume. Eau de parfum is not as expensive as perfume because it consists of less parfum oils. Finally eau de toilette is a lighter version of perfume and is approximately a quarter as concentrated as straight perfume.

Sometimes the above-mentioned terms are abbreviated and understanding the shorter forms will help a great deal when it comes time to choose what you wish to wear. COL stands for cologne, EDP stands for eau de parfum, EDC refers to eau de cologne, and EDT is eau de toilette. And there are also the lesser, and lighter forms of scents that have abbreviations such as spray (SP), splash (SPL), and for men, aftershave (A/S).

Three specific ingredients are a part of every perfume and they are essential oils, water and pure grain alcohol. There are three different kinds of oils inherent in perfumes that affect the scent it will give off. These oils are referred to as notes and they include base notes, middle notes and top notes. The base notes go into the mixture first and remain on the skin for the longest period of time; the middle notes (or heart notes) stay on the skin for a while but not as long as the base notes and the top notes are what will give the individual scent its unique quality when it is first applied.

The same quantity of all three is generally used in the making of a perfume. Most commonly used base notes are vanilla, cinnamon, sandalwood, mosses, ferns and lichens. For middle notes the oils used are geranium, neroli, lemongrass and ylang-ylang. And finally, top notes are orchid, rose, bergamot, lavender, lemon and lime. Perfume (or perfume extract) contains 20-40 percent of aromatic compounds; eau de parfum has 10-30 percent; eau de toilette has 5-20 percent while eau de cologne has 2-3 percent.

Perfume is not a new concept but instead has been around for centuries and got its start being used as aromatic herbs and burning incense that was a part of religious rituals. The word derives from the Latin “per fumum” which stands for “through smoke.” The Egyptians were the first people to reportedly use perfume dating back to as early as 1000 BC. Soon after, the ancient Chinese, Hindus, Israelites, Carthaginians, Arabs, Greeks and Roman cultures followed suit. It was the Egyptian people who are believed to be the inventors of glass and interestingly enough, one of the first things glass was used for was to construct bottles to hold perfume.

But what scent would enliven you the most? Perfumes basically fall into six broad categories (or olfactive families) and the differences have to do with the specific combinations of notes used to make them. Not everyone likes the same type of perfume while some people prefer different categories depending on their mood, the season of the year and the occasion. Age also plays a factor. As a girl grows into a woman, her scent of choice changes and will begin to reflect her

development.

The six categories of perfumes are floral/sweet, sporty/clean, green/natural, musk/oils, woody (or chypre) and oriental/spicy. Floral/sweet is the most commonly used category of scents and can be sweet or subtle but brings out the girl in any woman, no matter the age. The sporty/clean fragrance provides a very clean scent, much like fresh linen or the refreshing quality of soap.

Green or natural is a fresh, down-to-earth scent while musk/oils comprise the three "s"- sexy, strong and suggestive. Chypre (pronounced Shee-pra) or woody is named after the Mediterranean Island of Cypress, as chypre is the French way of saying "cypress." This scent is a touch of the mysterious with its mixture of earthy and floral scents. Oriental/spicy fragrances are for the confident, self-assured woman who knows what she wants and exactly how to get it.

Introducing Seasonal Scents into Your Beauty Regime

Just as the change of seasons brings with it changes in fashion, skincare, and makeup colors so too does it have an influence on perfume choices. It's smart and can be fun to introduce seasonal scents into your beauty regime. As the temperature changes with the seasons so should the scent you choose to wear. Let's take a closer look at seasonal scents.

The blustery cold of winter causes the molecules in scents to be less volatile which simply means that a quick spritz will go the furthest during this season. During the long windy and snow filled days of winter look for a scent that is heavy, spicy, aromatic and contains ginger and sandalwood. The need to reapply a fragrance of this sort is often not necessary during the wintertime. When it comes to fragrance, think heady, wild, exotic, voluptuous, passionate and oh so sensual for the winter months.

The best fragrances for the cold climate are the oriental fragrances that contain amber, rich vanilla wisps and strong notes of musk. Choosing a fragrance with sweet woody notes such as rosewood intermingled with smoky incense is also a good bet for chilly weather temperatures as it has a lasting effect. Three excellent choices for winter fragrances include the timeless Chanel No. 5 (which is made from aldehydes of ylang ylang, woody vetiver and jasmine), Cinnabar by Estee Lauder and Opium by Yves Saint Laurent.

Spring is the season of renewal and new life. Flowers are blossoming, grass is growing and the air is alive with new beginnings. Spring is considered to be the season of "garden delights" and for this reason we naturally are drawn to scents that are both sweet and fresh. Reach for floral scents in the springtime that make you come alive. Delicate and dewy scents that contain honeysuckle, freesia, lilac, violet and wild rose are springtime winners as are heady and lush fragrances that contain the ingredients gardenia, jasmine, jonquil and lily.

For the season of colorful pastels some fragrance suggestions are Wisteria by Chantecaille which contains a soft, elegant combination of freesia, orange blossom and dewy green accents; Mimosa pour Moi which is delicately floral but with a touch of the exotic in the form of

blackcurrant, green notes and violet; Dolce & Gabbana's Feminine which contains blue wisteria, 'ozone living flower' (a fresh air scent that derives from real flowers) and yellow mimosa and

Salvador Dali's Daliflor which contains lily of the valley, sweet grapefruit and mandarin and just the right amount of Turkish rose. Other floral fragrances that help define the season of spring include Nahema by Guerlain, Diorissimo lily of the valley fragrance by Dior, Tubereuse by Annick Goutal and Violetta by Penhaligon.

Summer is the season of sultry days and sweltering nights but it also has its share of humidity. Heat and humidity wreck havoc on fragrance this time of year because they cause perfumes to evaporate quicker and disperse into the air. The fact that our bodies produce higher levels of oil in the summertime and heat intensifies the scent of almost anything means that we should reach for light, fresh, clean and crisp kinds of scents that have a lower concentration of perfume oils and help to cool the body but also keep us refreshed during the humid hours of the day.

In summer look for fragrances that contain citrus notes that are invigorating, uplifting and discourage tiredness. Some fragrances to try include Eden by Cacharel, Paco Rabanne's Ultraviolet Metal Beach that contains capsicum, water lily and vanilla or go for a lush fruity concoction such as Prescriptives' Calyx. Another option is to reach for a fragrance suitable for both sexes such as CK One.

Autumn with its hint of Indian summer and brightly colored leaves brings up thoughts of the transition that nature goes through and therefore notes like lavender and oak moss that are both earthy and warm are perfectly paired up with fruits that speak of the changing tide of the season such as apple, blackberry and blackcurrant. Autumn is the time to mellow out and seek out scents that are full-bodied and either earthy or fruity. If fruity scents are most appealing to you look for ones that are both natural and sweet. However if you go in for more earthy elements when considering a fragrance, then look for a wood perfume that is rich in oak moss.

Some other excellent autumn options include Mitsouko by Guerlain with its mossy-like quality; Jicky, also by Guerlain which is fresh and like a fern; Christian Dior's Hypnotic Poison (which is not for the faint at heart by any means) or finally, L'Artisan Parfumeur's unisex scent, Mure et Musc which is a perfect scent for Halloween night with its musky undertones, blackberries and red fruits.

Perfume Perfection – What Scents are Best for the Bedroom

The bedroom is a personal space; it's that private sanctuary where we wind down at night for a good night's sleep and motivate ourselves in the morning to get up and get started on a new day. And, of course, bedrooms are not just for sleeping -- at certain times, with certain company, the bedroom is a place where romantic dreams can come true.

Filling the bedroom with the right scents at the right times will create the proper atmosphere for relaxation, sleep or romance. The sense of smell is, after all, the most powerful of your senses -- the one that can send the most vivid messages to your brain and evoke the most vivid

images.

Use scented candles, bunches of fresh flowers, essential oils, potpourri, or incense in your bedroom to create the proper mood for the desired activity. Add some green plants and you are actually adding oxygen and a bit of humidity -- this will help you breath better, sleep better and will allow the scented air to work its magic.

Lavender to relax! Some scents work best to calm you down, relax you and prepare you for sleep. Lavender, for example, is well known as a scent that will relax you and it is said that lavender will actually slow your body down by reducing your heart rate and your blood pressure and by relaxing your muscles. That may sound pretty far-fetched but it's been proven to be true.

Other relaxing aromas! There are some other scents that approximate the effect of lavender on your body and mind:

Bergamot: Bergamot oil is the oil that is extracted from the peel of the bergamot orange; a small citrus fruit that is mainly found in the south of Italy. (This is NOT the perennial plant in the mint family known as Bergamot, Bergamot mint, Oswego Tea or Crimson Beebalm). The Bergamot orange is most well known as a source for a flavoring used in Earl Grey brand teas. Bergamot has a sweet, spicy scent that is refreshing and uplifting.

Sandalwood: Sandalwood is one of the oldest incense materials; it has been in use for at least 4,000 years and is a very important ingredient in both the traditional and modern formulas of Japanese incense. Sandalwood has a woody, exotic scent that is warming and relaxing.

Majoram: Marjoram is a member of the oregano family. It has a warm, spicy scent (similar to mild oregano) and is noted for its soothing, warming effects.

Sage: The aromatic spice found in the kitchen is also available as an essential oil. The scent is exotic and the effects may be relaxing to some.

Scents that scintillate! Time to turn your bedroom into something other than a sleeping room? Some scents will relax you while others have a refreshing, invigorating effect.

Citrus: Citrus is an energy and mood enhancer. The citrus scent can turn your bedroom into a launch pad for your day.

Fruit and Flowers: Fill your bedroom with the scents of fruit and flowers and romance will be in the air -- these scents weaken a man's defenses and get his blood flowing. Jasmine, Gardenia, Sandalwood, and Rose scents are also said to nurture the romantic spirit.

Mint and Pine: Mint and pine (used in moderation) are clean, uplifting scents that will help you start the morning with a refreshing optimism.

Tips on scented candles! Scented candles that aren't used or stored properly will quickly loose their scent; some quick tips to keep those candles smelling good:

- Keep candles out of the light when not in use. When exposed to bright sunlight or bright room light their color and smell will fade.
- After burning a candle wipe the excess carbon off the wick.
- Don't burn a candle for too long; the rule is one hour for every inch of diameter. Then put it out and let it cool before re-lighting it.
- Keeping candles in the refrigerator will make them burn more slowly and evenly. Wrap them up good before putting them in the refrigerator so the wick doesn't absorb moisture.
- Keep candles separated from each other by at least three inches while they are lit. This keeps each one burning slower and more evenly.

Seductive Smells – What Drives a Man Wild?

Smell is the sensory input that works fastest to create emotional responses. This has been suggested in numerous commercials for perfumes and bath oils and it's not just marketing hype; the right scent used in the right way will not only attract a man it will give him amorous ideas.

So what is the right scent and what is the right way to use it? There is no one answer but there are some good bets; fruit and flower scents seem to work best but sandalwood and jasmine run a close second in the race to evoke a sensual mood. Following are some more specific ideas on applying this aromatic advice to your bedroom.

Fruit and Flowers! Weaken that man's defenses with fruit and flower scents; why that combination works is a mystery . . . but it does. Perhaps its the allure of the mental images that are brought on by that combination of fruit and flowers -- the tropical island . . . the rain forest . . . the settings that suggest adventure and get a man's blood flowing.

So a strong suggestion is to turn your bedroom into a tropical paradise. Here are some ideas:

- Try using essential oils, popularized by aromatherapy. Two or three drops of orange or some other citrus oil in a warmer or in a light bulb ring on the bedroom lamp will do it -- don't overdo it, subtle is the word! You can also use juice squeezed from the rind of an orange or grapefruit.
- Have a vase of flowers in warm water next to the bed. The warm water will bring out the maximum scent from flowers that have a naturally strong scent . . . flowers like gardenias or lilies.
- Burn a scented candle (orange or jasmine) in the room.

- Put a light coating of an essential fruit or flower oil right on the light bulb in the nightstand lamp (naturally, you'll do this when the bulb is cold). When the light is turned on the oil will send its scent to all corners of the bedroom.

Clean hair! Another scent that drives men wild is the smell of clean hair. Wash your hair with your favorite shampoo and be sure to blow-dry your hair just before joining him in the bedroom for a snuggle; blow-drying will intensify the scent of your clean hair.

Thank you Dr. Pavlov! It's a stimulus/response thing right from that high-school psychology text. Find a scent that your man especially likes and use it only in the bedroom or just before a special evening. The object is to get him to identify that scent with the beautiful, erotic times you spend together so that, when he smells it, it will invoke the proper memories (and the proper response) at the proper times. The scent must be something special . . . reserved exclusively for intimate moment or seduction.

A not so quick soak! Showers are great and quick but not very romantic. Take a bath with lavender, chamomile and sage scents; use a few drops of all three essential oils in a hot tub. Just soak for a while . . . and invite some special company to soak with you! This combination of hot water and these oils will relax more than invigorate, but what better way to get rid of the tensions that can spoil intimate moments.

Scented satin sheets! Sprinkle some dusting powder on your sheets to make them piquant and silky; better yet, scented satin sheets might just make him loose all his inhibitions.

Does his scent send you? There are a great many men's fragrances on the market but there are many men who reach some type of psychological barrier after they apply their Old Spice aftershave. If that's your man: go shopping for a man's fragrance that turns your legs to jelly.

The next step is rather sneaky but it may be worth it: put some of that men's cologne on your hands and affectionately stroke his cheeks. Tell him how great he smells and then show him just how wild that scent can make you. It's not exactly Pavlovian but its a good bet that, you'll get a response to your stimulus and that he'll be using that particular cologne on a regular basis.

From the Boardroom to Bed – Fragrance Tips to Get You Through Your Day

Perfume, colognes and other 'scentful' things like oils, sachets and candles trigger our strongest, fastest sense -- the sense of smell. So few people know, however, how to use these scents to help them get through their otherwise unscented days. Here are some tips about different kinds of scents and how to make them last . . . last, that is, at least as long as your legs hold out!

French Perfume! The French didn't discover perfumes (the Egyptians did) but the French turned perfume into an industry and they turned perfume making into a science. Their most important discovery was a way to overcome the fact that every scent will, over time, fade and the corresponding fact that some scents fade faster than others. The French answer to this was

layered fragrances -- three layers, to be exact.

In the perfume industry these layers are called notes: there is a top note that consists of the most volatile scent that will last for only a few hours (perhaps, to get you through your morning break), a middle note made of a less volatile scent that will last you until you're ready to punch out at the end of the work day and the base note that will follow you into your shower or tub just before bed. A slight down side to this French solution to the all day fragrance problem is that each 'note' is a different scent, so your scent will be a bit different (but still fabulous) at each stage.

Eau de perfume! Eau de perfume is the most popular fragrance type because it is less expensive than perfume and lasts a good long time. Eau de perfume is best applied to the warmest body areas, the pulse points on the wrists and the side of the neck, between the breasts, in the crook of the elbows, behind your knees, on your inner thighs, and around the ankles. Never put any scent behind your ears and never overdo it. You want your scent to suggest not to scream.

Eau de toilette! Eau de toilette contains a small percentage of fragrance oils and will only last three to four hours (depending on your skin type. Many women use eau de toilette and expect it to last throughout the day but are disappointed by mid-morning. This is really a minor problem that's easy to get around, simply carry a purse size with you and refresh your scent when you get the chance. Eau de toilette provides a wonderfully subtle scent and that's certainly a positive point -- it bears repeating that you should want your scent to suggest not to scream.

Scented body creams and lotions! Scented body creams and lotions have approximately the same fragrance content as eau de toilette but because of their thick cream or lotion base they last somewhat longer; the scent should still be detectable at the very end of your day.

There are ways to make the most of your fragrances, and one way NOT to!

The French way! The best way to make your fragrance last all day is the French way: layer them. Start with a scented bubble bath and use the scented soap -- both should be available in your favorite scent (if either is not available, use an unscented substitute). After towelng off, use the body lotion -- use lots of it so your skin absorbs enough to last. Finish it off with your favorite scent (perfume or eau de toilette).

Romantic interludes! If at some point in your day romance is in the air, put some romantic scents literally in the air; here are some ways:

- Use essential oils, put a few drops of orange or some other citrus oil in a warmer or in a light bulb ring on the bedroom lamp -- don't overdo it, subtle is the word! You can also use juice squeezed from the rind of an orange or grapefruit.
- Have a vase of flowers in warm water next to the bed. The warm water will bring out the maximum scent from flowers that have a naturally strong scent . . . flowers like gardenias or lilies.

- Burn a scented candle (orange or jasmine) in the room.
- Put a light coating of an essential fruit or flower oil right on the light bulb in the nightstand lamp (naturally, you'll do this when the bulb is cold). When the light is turned on the oil will send its scent to all corners of the bedroom.

A no no! Just in case you missed it before, never apply fragrance behind your ears -- it can throw off the scent and produce a scent you didn't bargain for (this is because of the sebaceous glands behind your ear).

Perfume Packs a Punch – How to Make a Great First Impression

Scent is the sense that is most closely related to memory. Since we know that, it is easy to see why your choice of cologne or perfume can mean a lot. Being memorable and making a great first impression is always the goal of anyone when meeting someone for the first time. As the old proverb goes, you never have a second chance to make a first impression.

One of the most important personal introductions you can make is that of your profile. It is essentially the first meeting of a potential date. In fact, there are a number of things to be aware of so that you properly understand the dynamic of the relationship. You should pay attention to even the most basic of details. Something as small as the smell of your perfume or cologne; might be able to influence a potential relationship.

In fact, scientists have found that your memory is most closely related to smell than to any of the other senses in the body. In other words, find a perfume or cologne that is not overwhelming, but that is pleasant and accurate in representing you to new people.

Since the initial impression you make will be used to make a snap decision on you by your potential date, you want to make sure your first impression is a good one. So not only should your perfume be one you enjoy, but it should also match the occasion. In other words, don't go with something heavy and overwhelming for a job interview. Nobody wants to be hit in the face with your perfume, so make it understated. In fact, usually a very light floral perfume or lavender of some sort on the pulse points only is generally sufficient.

A common mistake by many men and women is over wearing their perfume when they are trying to make a first impression on a date or potential mate. The thought is that with the nerves that come along with the encounter, so will come sweat and odor. Really, though, your perfume will just be enhanced by your natural pheromones. In other words your perfume will end up being counterproductive. Instead, go lighter than you usually would and you may find that you will make that great long-lasting first impression that you were looking for in the first place.

So what kind of perfume is the right kind to make a first impression without leaving the wrong kind of lasting impression? Consider the ideas of aromatherapy when you are choosing your first impression fragrance. For instance, keep in mind that mints and citrus are generally stimulating. Since first encounters, whether they are a job interview or first date, are often

stressful. With that in mind, you may want to go with a fragrance that includes vanilla, lavender, or floral of some sort since they can be relaxing. If you wear the right amount you will be memorable without doing anything else, but if you include a scent that will invoke the proper response to the situation you will find that you leave a lasting memory that invokes a physical response.

Lastly, if you are afraid of making the wrong impression with your perfume on a first interview for a job you may consider not wearing any at all. Sometimes, no matter what you do, perfume will come across as aggressive to some employers. Instead, just use some sort of lightly scented bath products to ensure that you have a pleasant smell about you without overwhelming the oils and alcohols associated with most perfume. Use the same principles of aromatherapy, but just make them light with soaps and lotions instead.

Not only does scent link to our memory most readily of the senses, it is also something we seem to constantly worry about. This concern over smelling bad sometimes can lead people to overdo their perfumes and colognes. It is important, though, to recognize this issue when you want to make a good first impression. Instead of just putting on your favorite perfume, consider how much you are putting on and what the scent is. Use the ideas of aromatherapy to invoke the physical feelings you want to leave behind after you have gone.

Secrets to Making Your Scents Last All Day

Perfume has been described as being the “ultimate sensory experience, calling up emotions and forgotten memories.” If there were lessons in fragrance then fragrance 101 would be learning the secrets to making your scents last all day.

How long a fragrance lasts on the skin is not the same for every individual. As a general rule a perfume (or parfum) or eau de parfum should last anywhere from six to eight hours while an eau de toilette can last anywhere from three to four hours. The higher concentration that an eau de toilette has the longer it will last. Dry skin doesn't retain scent as long as oily or combination skin. Oily skin contains more natural moisture and that's why it holds in scent longer.

The PH levels in a person's skin (which is the amount of acidity in the skin) are not the same for everyone. What your own personal levels of PHs are will determine how a scent will react to your skin. Other things such as pregnancy, menopause, stress, medication and hormonal changes, even eating foods with a lot of garlic or spice in them can affect how they smell on you and how long the scent will linger on your skin.

The best way to encourage your scent to last all day is to layer it. In other words use more than one product of the same scent. For example start with a body wash or body gel and then use the complementary scented soap. If your fragrance doesn't have its own soap, then to avoid a clash of scents, use a non-scented soap. After your bath or shower while your skin is still wet apply a generous amount of body cream or lotion and then to finish up the layering process, spritz or dab some of your favorite fragrance on a pulse point. Your skin will warm to the fragrance and absorb it making you smell heavenly and giving the scent lasting power.

It is not advisable to apply scent behind your ears because that area of your body contains a lot of sebaceous glands, which will have an effect on how the fragrance smells both when you first put it on and hours later. A fragrance body lotion contains approximately three to five percent aromatic oils while a body cream has even more, approximately eight percent. Due to the high concentration inherent in both, your fragrance once layered, can last for many hours and even a full day later you will be able to smell the scent ever so faintly. Warnings about soaps- if you use a deodorant soap when you bathe don't apply perfume immediately afterwards as the scents might clash and it also isn't good for the skin (too much scent!).

Other secrets to making your scent last all day include applying it right after you take a shower or bath as your pores are open and will easily soak up the fragrance. An excellent way to do this is before you get dressed, while you are still naked, spray your perfume into the air and walk through it as it falls. If you do this before you dry off it will work even better. Since perfume has more lasting power on oilier skin types, try applying a small amount of petroleum jelly to the areas on your body where you plan to apply perfume. The jelly will give the perfume something to cling to and thus increase its lasting power.

Many people don't realize that when applying perfume to their skin it is always best to spray from the ankles up because like hot air, fragrance also rises and if you apply it lower on your body it will adhere to your skin for a longer period of time. Another secret to applying fragrance for longevity is to not use your fingers to apply it directly. Instead put it on a cotton ball before you put it on your skin or even better, use an atomizer.

As a good rule of thumb, spray your scent approximately twenty centimeters away from your body. If you spray an even amount of fragrance over a larger area it will last much longer than if you instead concentrate it over a smaller spot of your skin. Scents last longer if applied to pulse points (the sides of the neck, the inside of the wrists, the elbow creases, between the breasts, around the ankles and behind the knees). People often make the mistake of rubbing their wrists together assuming that will intensify the scent. It will not! In fact it will have the reverse effect and will end up distorting the notes that comprise the fragrance.

Is it His or Hers? When Fragrances Can Be For Men or Women

Fragrances are a multi-billion dollar industry. 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 for a number of different reasons.

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. Different fragrances, though, smell different on individuals, no matter what product the fragrance appears in. Fragrances are marketed to both men and women, but sometimes fragrances can be for both men and women.

The most important factor in choosing any fragrance, whether for a man or a woman, is to ensure that it works with your body chemistry. Fragrances begin their job when they are applied to your skin. As your body heat begins to kick in, the odor molecules rise off of your skin and hit your nose. Perfumes smell various ways on different people because of the serious difference in body chemistry for each person. There are a number of different factors that go into deciding how a particular fragrance might smell on you. These factors include, but are not limited to, diet, acid balance, medication, skin oil, pigmentation, mood, and environmental factors. For example, if you have oily skin, your fragrance is going to be far more intense, and it is going to last longer than it might on someone with dry skin.

Similarly, if you are on a high fat diet, your fragrance will be more powerful. The first step to deciding if you can wear your significant other's fragrance is to make sure it works with your body. You can do this by testing it. While you are testing, try to make it a rule not to use more than three test fragrances at a time. Apply the fragrance directly to your skin. Your wrist is a good place to start. Wait for a few seconds after you have applied it, and then smell it. If you want to try another, use the other wrist. If you'd like to deal with a third, try the inside of your elbow.

Once you have chosen a scent that works for you, be sure to apply it correctly. Start your fragrance ritual with an eau de parfum of the fragrance you have chosen. Gently spray this from your shoulders to your feet. Top it off with some actual perfume added to a few pulse points. Some popular pulse points are wrists, behind the ears, the crook of your elbow, the base of your throat, behind your knees, and inside your ankles.

In order to choose the right unisex fragrance, your body chemistry is the first tier of importance, but a good hint as to whether it would work in the first place might be the perfume category it falls under. Both men's and women's fragrances have a number of different categories. Fortunately for those who want to try to cross perfume gender boundaries, the fragrances have a few categories in common. One of these is citrus. Citrus scents tend to be light and fresh. They are often composed of things like bergamot, orange, lemon, petitgrain, and mandarin. These scents work well with energetic, sporty types. They work best in the summer, and they could be used for either day or evening wear.

More feminine citrus scents are usually combined with flowers or fruits. More masculine citrus scents are usually combined with woods and spices. Another category the two fragrances have in common is chypre. Chypre is based on woody, mossy, flowery scents combined with leather and fruits. These are elegant, classical fragrances that tend to be dry, not sweet. These work very well as unisex fragrances. Another great unisex category is the Orientals. These are usually a combination of spices, wood essences, and vanilla. People who enjoy these fragrances usually enjoy mystery and sensual experiences. These are great for an evening out. They are also the heaviest of all of the fragrance categories.

Both men's and women's fragrances have other categories, and many fragrances that don't fit within these typically unisex categories would work for either.

Perfume vs. Cologne – What's the Difference?

Perfumes, colognes and other body scents trigger our strongest, fastest sense -- the sense of smell.

Perfume is the strongest and therefore the longest lasting fragrance available. Just a bit will net you hours of scent -- days actually. Cologne is just a bit weaker and is sometimes mischaracterized as a men's product.

Perfume! To talk perfume it is almost a necessity to go to the source of the perfume industry, France. The French didn't discover perfumes (the Egyptians did) but the French turned perfume into an industry and they turned perfume making into a science.

The most important discovery made by the French perfumers was a way to overcome the fact that every scent will, over time, fade and the corresponding fact that some scents fade faster than others. The French answer to this was layered fragrances -- three layers, to be exact. In the perfume industry these layers are called notes: there is a top note that consists of the most volatile scent that will last for only a few hours (perhaps, to get you through your morning break), a middle note made of a less volatile scent that will last you until you're ready to punch out at the end of the work day and the base note that will follow you into your shower or tub just before bed.

A slight down side to this French solution to the all day fragrance problem is that each 'note' is a different scent, so your scent will be a bit different (but still fabulous) at each stage.

Not just a matter of taste! There are certainly many, many perfumes available that are not French and 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.

Cologne! Cologne is a single-scented fragrance (as opposed to layered perfumes) that is somewhat less potent than perfume. Most colognes for women come in spray applicators but some brands of cologne are also available in a splash.

Cologne is milder than perfume, true, but can be easily over-applied (especially as a spray) to produce a too-bold scent. Most women prefer to suggest their presence in a room with a whisper of scent, using too much of any fragrance can turn that whisper into a deafening scream. The obvious way to avoid this is to use less than you think you need and carry a purse size with you to 'touch-up' during the day. Another way to apply an appropriately subtle fragrance is, before you dress, spray your cologne to create a mist in front of you, close your eyes, and then walk through the mist; one trip will be all you need.

Other fragrance products! Your world of fragrance choices does not end with perfume and cologne; consider the alternatives.

Eau de perfume! Eau de perfume is the most popular fragrance type because it is less expensive than perfume and lasts a good long time. Eau de perfume is best applied to the warmest body areas, the pulse points on the wrists and the side of the neck, between the breasts, in the crook of the elbows, behind your knees, on your inner thighs, and around the ankles. Never put any scent behind your ears and never overdo it. You want your scent to suggest not to scream.

Eau de toilette! Eau de toilette contains a small percentage of fragrance oils and will only last three to four hours (depending on your skin type). Many women use eau de toilette and expect it to last throughout the day but are disappointed by mid-morning. This is really a minor problem that's easy to get around, simply carry a purse size with you and refresh your scent when you get the chance. Eau de toilette provides a wonderfully subtle scent and that's certainly a positive point -- it bears repeating that you should want your scent to suggest not to scream.

Scented body creams and lotions! Scented body creams and lotions have approximately the same fragrance content as eau de toilette but because of their thick cream or lotion base they last somewhat longer; the scent should still be detectable at the very end of your day.

Fragrances for Men – Why They Are So Different from Women's

When you look at cologne and perfume in a store, the men's and women's fragrances are always separate. With few exceptions, there is always a difference between the fragrances designed for men and the ones designed for women, and the difference is not just the look of the bottle. If you smell them, you will notice that there is a distinct difference between the smell of women's fragrances and the smell of men's fragrances. Have you ever wondered why they are so different? There are actually some real reasons.

The first reason you will notice a difference is that we, as a society, have associated certain scents with women and others with men. Most experts on fragrance will tell you that there is really no such thing as a true men's or women's fragrance. They will say that what works for you is more individual than just your sex.

The principles of the fragrances for both sexes are actually the same. Essentially human skin is human skin and a fragrance is just a chemical composite that stays on the skin. However, because of our image of women as softer and more delicate, women's fragrances tend to lean more toward floral in scent. On the other hand, the rugged image of the man results in fragrances that trend to be filled with scents of citrus, wood, and lavender.

As society moves more and more toward gender equality, the lines of fragrance begin to cross. There is actually no reason that gender fragrance lines cannot be crossed. Fragrances smell different on each individual person because of pheromones and body chemical composition. So trying the opposite sex's fragrance can actually often result in a surprisingly positive experience.

Then again, there are some lines that are just not made to be crossed over. For instance, pheromone loaded fragrances are often popular. Taking a cue from the animal kingdom,

makers will use pheromones in a fragrance. The idea is that it will, in turn, help to attract the opposite sex. In that case, there is actually a specific formula designed for either men or women.

So the overall answer is that the reason they are so different is because that is the way society and fragrance designers have always done it. There is no reason you can't cross over with a fragrance you like since every fragrance smells different on every person. You just never know what might smell good on you. In addition, it is increasingly common to find women who enjoy the citrus or woody scents that are associated with men's fragrances or to find men who fall in love with the sensual spicy scents. This is most likely the reason that unisex colognes and fragrances have become more popular in recent years.

One thing you should be aware of when it comes to varying fragrances for different sexes is the clash of smells. If you are part of a couple, you should always be careful that your fragrances do not overwhelm each other's. Make sure that if you are going somewhere together the scents you apply compliment one another based on the types of fragrances each of you uses. It is also okay to wear a unisex scent together. Since each scent will smell a little different on each person, there will be a slight variation between you, but with the benefit of complimentary scents.

Fragrances are everywhere, and new ones hit the market seemingly every day. They come in women's scents, men's scents, and now even unisex fragrances. So why are there differences? The truth is that there really isn't that much different about them at all. The difference is in what we as a society or a public associate as a manly smell or feminine one.

The strong woody fragrances for men will just as likely compliment a woman as the sensual spice of a woman's fragrance may for a man. At the end of the day, the important thing is that no matter if you are a man or a woman, your fragrance should smell nice on you and compliment whomever you are with on a given evening. There is no reason to get caught up in the differences in men's and women's fragrances, only the similarities.

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.