

## Perfumes Glossary

**Accord:** It is equivalent to a chord in music. An accord in perfumery describes a balanced complex of 3 or 4 fragrance notes which lose their individual identity to create a completely new, unified odor impression. Each component material is in balance and harmony with each other so that no single component can be detected.

- Top note is strongest when a fragrance is first applied
- Middle note develops next and will last for a few hours
- Base note lasts all day





### **Perfumes**

**Perfume (Extract):** Most highly concentrated form of fragrance, containing a high percentage of perfume compounds (about 20-50%), the strongest and the longest lasting.

**Eau de Parfum:** An alcoholic perfume solution containing a relatively high percentage of perfume compound (about 10-15%).

**Eau de Toilette:** An alcohol/water based perfume solution containing a moderate percentage perfume compound (about 3-8%).

**Cologne (Women's):** A light form of specific fragrance with a relatively low concentration of perfume compound (about 3%) in an alcohol water base. The term is derived from Eau de Cologne, one of the original fragrance compositions.

**Compound:** Term used in the industry for the concentrated perfume or flavor mixture before it is diluted or used in products.

**Cologne (Men's):** More concentrated than the women's cologne (about 5-8%). It is similar to the strength of a women's Eau de Toilette. A men's After Shave by comparison will be somewhat lighter (about 3-5%).

### **Pheromones**

Chemicals produced by living organisms and are used to transmit messages to other member of the same species. Nature has provided them so that we can communicate rapidly and efficiently by means of scents. The secret to pheromones lies in their discreet strength and the way they affect our personal environment.



FM GROUP CANADA

<b>WOOD</b> 🌲 cedar wood sandalwood patchouli vetiver	<b>CHYPRE</b> ↓ oak moss bergamot	<b>FOUGERE</b> 🌿 fern lavender	<b>FRUIT</b> 🍊 lime mandarin, tangerine orange blossom	<b>ORIENTAL</b> 🕯️ spice fragrances vanilla resin	<b>FLORAL</b> 🌸 rose jasmine lilac lily of the valley
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## Perfume Family

**Chypre:** The basic chypre accord consists of a combination of fresh notes (ex: citrus) and a mossy-woody complex. The inspiration of 20th century chypre-type perfumes is 'Chypre de Coty', created by Francois Coty, launched in 1917.

**Citrus:** Fragrance accords are reminiscent of fresh impressions coming from citrus peels, ex: Lemon, Bergamot, Orange, Grapefruit, Tangerine, Lime.

**Floral:** Fragrance accords are reminiscent of flowers, such as the "first ladies of flowers": Jasmine, Rose, Tuberose and Ylang-Ylang.

**Floriental:** It is a lighter variant of the typically heavy Oriental type of perfume, in which floral notes are accentuated.

**Fougère:** It is a French word meaning 'fern'. Fragrance accords result from a harmonious blend of fern-like notes blended with herbal notes such as Lavender. It was coined after Houbigant's 'Fougère Royale' a century ago. One of the first modern fougère perfumes to become highly popular was the masculine fragrance 'Brut', launched by Fabergé in 1964.

**Fruity:** It refers to sweet or sour edible fruit odors (excluding citrus), ex: apple, berries or melons.

**Oriental:** Fragrance accords create corresponding associations by the interplay of balsamic, sweet and ambery aspects, ex: wood, benzoin, tolu, amber, and vanilla, often contrasted with fresh, citrus aspects. These fragrances tend to be more heavy and intense.

**Woody:** It refers to the aroma of freshly cut, dry woods such as Cedarwood, Patchouli, Vetiver or Sandalwood.





### Perfume Tips

- Coffee will help to clear the nostrils between scents.
- Place your fragrance on pulse points, inside wrists, back of knees, and behind your ears.
- When you spray perfume into your hair, every time you turn your head you will release fragrance.
- When applying perfume you should never rub. Rubbing crushes the molecules of fragrance and ruin the scent
- You should test the perfume on yourself, not your friend. Perfumes will smell different on different people.
- Storage perfume at room temperature and not directly in sunlight.
- When choosing a perfume for someone else, chose the lighter floral fragrances, they are acceptable for everyone. Heavier perfumes with oriental notes are more risky.

### Three Rules

- 1. Get to know the products yourself.**
  - Try product for yourself first.
- 2. Think of who you can offer products to.**
  - Make a list of who you know.
- 3. Keep an open mind**
  - Every person you meet or know is your potential customer.

## When presenting fragrances to your customer

1. Ask your customer to name their top 3 favourite fragrances. This will help you assist them with their particular taste in perfumes referring to the Fragrance Family group.
2. Using the perfume family list as your guideline, you're able to matching fragrances with its family.
3. Take out 3 to 4 fragrances from the chosen Fragrance Family group and place a test on a paper fragrance strips, smelling coffee between fragrances will help to determine their scent.
4. Once your customer has chosen their favourite perfume, place a sample on their wrist
5. Do not rub your wrist let the fragrance develop for few minutes, to appreciate its depth, as each fragrance consists of top, middle and base notes. The top note is strongest when a fragrance is first applied, the middle note develops next and will last for a few hours, and the bass note lasts all day.
6. Suggest to your client to layer their scent with our shower gels, body lotions and deo roll-on that correspond with their chosen fragrance.

