



Do you know how to **Romance** a fragrance?

UNDERSTANDING THE *MUSIC* IN FRAGRANCE



“Notes” measure the performance of fragrance.

There are 3 levels to a note: the top, the middle and the bottom note.

THE TOP NOTE - is the very first impression one receives from fragrance, and it is the most identifiable. It is evaporative but it never altogether disappears. Instead, it softens. The top note is the brightest note in a fragrance.

THE MIDDLE NOTE—is the heart of the fragrance. As a fragrance begins to blend with your body chemistry— about 10 minutes after the top note—the essence of a fragrance reaches its deepest intensity.

THE BOTTOM NOTE—is the final stage when the fragrance usually last 1 to 3 hours after the application. When it’s the most harmonious—a point when all of the notes have molded gently together.

For example:

ANGELFIRE—is a combination wood and citrus scents. Florals fill the middle on a base of musky scents

JOURNEY - (Floral) - Has a top note of Ice mint, watercress, and water lily. Florals fill the middle note like phlox, wild freesia.

ELIGE—(Oriental) - Peony, Amazon lily, wild cyclamen, and wild freesia. Florals fill the middle note ylang, ylang, tuberose, night blooming jasmine

BELARA—has a top note of fig, wild bilberry, opal lotus flower; the middle note has florals like lily, chamomile petal, and the bottom note has musky scents

ACAPELLA—has fruity green top notes that combine with a fragrance of jasmine, lavender, and rose. Middle over a lilac base

VELOCITY—is an exotic fruity floral, top note Banana Oil

Fragrance Facts

- Did you know that 90% of all women today use fragrances?
- The fragrance market is \$4.5 billion! That’s currently larger than the skin care & color market.
- We have a new approach to fragrance, so you can capture that part of the industry.
- Fragrance can make you feel sensual, sheik, important & confident, mysterious, sexy, & natural.
- Mary Kay spends up to 2 years to create each of our very special fragrances.
- There are 3000 materials a fragrance house may choose from to create a fragrance. It usually takes 75-200 different ingredients.
- Choosing a fragrance is a personal decision. Allow the guest to choose the sent that expresses her own individuality. It is important that you not steer her toward YOUR favorite fragrance. Let it be her choice. Suggest she only try 2 fragrances at a time. The fragrance she admires on someone else may not be as pleasing as when you try it on yourself. Our body chemistry may react differently to the fragrance.
- Aromatherapy is very different from fragrance. They usually only have 2 to 3 ingredients that crease an emotional feeling that causes a physical reaction.
- Fragrances react uniquely to every woman’s body chemistry.
- Most fragrances linger no more than a few hours, usually four.
- Fragrances can help change your mood.
- Birth control pills and other medications can affect fragrance on the skin.
- Fragrances in cream or lotion formula are good for women whose fragrances never seem to last.



ANGELFIRE



VELOCITY



ELIGE