

Fragrance Facts

Marketplace activity erases old myth about perfumes

Perfumes, or scents, as they are sometimes called, have long been thought of as gifts for women. But a casual glance in department stores, drug stores and specialty shops will show more and more shelf space devoted to men's fragrances, not to mention children's versions of adult perfumes.

The word "perfume" refers to substance used for scenting. Perfume is found in soap and detergents, powder, hair preparations, shaving creams and lotions, deodorants and numerous other items.

The best perfumes do not come from a single source. Nearly all perfumes are skillful blends of many scents — animal, plant and artificial substances. The best quality — and most expensive — perfumes are those containing the largest proportion of animal scent, which are strong, penetrating and long-lasting. Floral and synthetic perfumes are less expensive.

When shopping for fragrances, it is helpful to know what the various

terms mean. Perfume is the most concentrated, most expensive and longest lasting of the fragrance types.

Toilet water and cologne are both concentrated extracts that have been diluted by a water-alcohol solution. Cologne is more diluted than toilet water.

Sachet is a dry mixture of ground roots, herbs and other ingredients.

Fragrances fall into five categories: light florals, heavy florals, light Orientals, heavy Orientals and fruity or spicy.

When selecting a fragrance for someone, remember that the personality of the recipient, the type of clothing he/she wears (sporty, elegant, traditional) and his/her business and personal situation should help you determine the type of fragrance to be chosen.

When testing perfumes, limit yourself to 3 or 4 varieties at a time. Otherwise the scents will blend and leave you confused.

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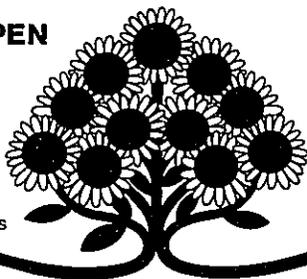


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