

# Picking Perfumes

## Be aware of fragrances, woman's tastes

PERFUME IS ONE of the more popular gifts for Christmas.

Since there are so many fragrances on the market today, choosing one that a woman will enjoy isn't always easy. Following is a simple guide to fragrance categories to help make the selection process easier.

According to Barbara Kotlikoff, vice president of marketing for Nina Ricci fragrances, the fragrance industry divides scents into eight basic categories:

**Green** — Fresh, clean and sparkling, like the smell of lemons, limes, hyacinths and bergamot, a mandarin citrusy scent.

**Fruity Fresh Floral** — Fruity, sweet, like pineapples, strawberries and peaches, to light flowers such as lily of the valley.

**Floral** — The most popular category, this can be a combination of several flowers or a single bloom — rose, jasmine, ylang-ylang, tuberose, carnation, lilac, violet and others.

**Oriental** — Markedly sweet fragrances using ingredients such as vanilla-scented tonka beans; benzoin, a tree resin from southeastern Asia, and ground pepper.

**Chypre** — The scent of newly mown hay and lavender bouquets,

achieved by blending bergamot and oak moss.

**Animalic** — A musky odor that holds fragrances together. Musk comes from the musk deer; civet, from the civet cat; castoreum, from the beaver and ambergris, from the sperm whale. These scents are found in the bottom layers of a perfume because they're too heavy to wear alone.

**Aldehydic Modern Blends** — Pure aroma chemicals with no natural-based scent, they're used to give a fresh smell throughout all layers of fragrance.

**Aldehydic Woody Floral** — A powdery scent created by combining fresh aldehydes with tree moss, oak moss, sandalwood, cedar and patchouli.

**MOST SCENTS** are a combination of two or more categories, but usually one category will dominate, creating the general mood of the fragrance.

Generally speaking, fair-skinned, light-haired women lean toward florals that are light, airy and delicate, Kotlikoff said.

Fragrances blending floral and Oriental are more intense and so-

phisticated than florals alone. Usually, darker-skinned women prefer exotic fragrances, Kotlikoff said. However, this is not to say that a sophisticated blonde wouldn't be suited to a blend or a cool brunette wouldn't love a floral.

A woman who is bold, independent, artistic and avant-garde, who loves to be noticed and stand out from the crowd, would like a fragrance that blends florals and woody florals and is spiked with green notes and animalistic scents, Kotlikoff said.

As a rule of thumb, women in cooler climates prefer lighter, more delicate fragrances, while heavier fragrances are preferred in hot climates. This simply is because in warm climates, light fragrances evaporate more quickly than heavier scents.

Also, light-skinned women with dry skin often have to reapply fragrance more often than dark-skinned women with oilier complexions, Kotlikoff said.

In addition to matching the fragrance to the woman, look for special holiday promotions featuring free gifts with fragrance purchases, she suggested.



*Raffinée*  
Fashion Boutique  
Exclusive European Imports

593 Erie Street East  
Windsor, Ontario  
519-253-8900

MOCHILLA			X
GOTEAU			
DUQUETTE			

ARLYNE CHERRIN'S

*gink forest*  
Something Different...

Michigan's largest variety of unusual silk plants and flowers.

<b>POTTED</b> Iris Orchids Peony	<b>CHRISTMAS</b> Wreaths Holly Poinsettias	<b>HANUKAH</b> Clever gifts for each of the eight nights
---	---	---

**ALWAYS 20% OFF**

Corporate Gifts • Bridal Registry • Gift Certificates

**BE ORIGINAL IN YOUR GIFT GIVING!**

Franklin Shopping Plaza  
29215 Northwestern • Southfield  
357-2030

SEIKO QUARTZ DESIGNER CLOCKS

**Time and Motion at Tapper's**

Some Seiko clocks are swingers and some are just bystanders, but either way they make a great impression. Watch the skeleton movements as time glides by on these gold-tone clocks. Because they're Seiko, they're as accurate as they are attractive, with battery operation for cordless convenience. Come see the whole collection of Seiko clocks we have waiting to impress you.

Free Gift Wrap • Cash Refunds

*Tapper's*  
fine jewelry and gifts

ORDER BY PHONE 357-5578  
26400 West Twelve Mile Road  
Northeast Corner of 12 Mile & Northwestern Hwy.  
Formerly called The Racquetline Bldg.  
Newly Remodeled  
Enter off 12 Mile or easy access off Franklin Rd.  
(Turn in Claymore Apartment Entrance)

Holiday Hours Begin Nov. 29  
Open Evenings and Sundays  
Mon-Fri. 10-8:45 • Sat. 10-5:45 • Sun. 12-4:45