

Fragrance Fundamentals



JAFRA

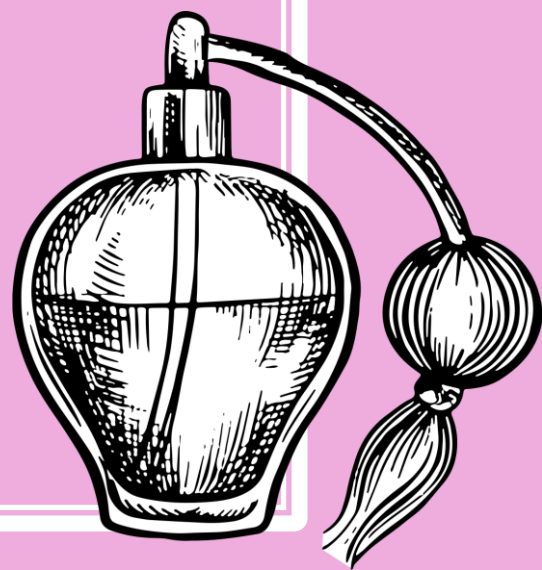



Fragrances are the secret
to expressing your *unique* style
and elevating your mood — one
delightful spray at a time.



The word "perfume" comes from the Latin "per fumum," which means "through smoke." In ancient times, aromatic substances were burned in ceremonies, releasing an aroma. Over time, the term came to refer to any pleasant fragrance.

History of Perfumery



Fragrance concentration guide



PERFUME

Concentration
20% - 40%
6 - 8 hours



EAU DE PARFUM (EDP)

Concentration
10% - 20%
4 - 5 hours



EAU DE TOILETTE (EDT)

Concentration
8% - 10%
2 - 3 hours



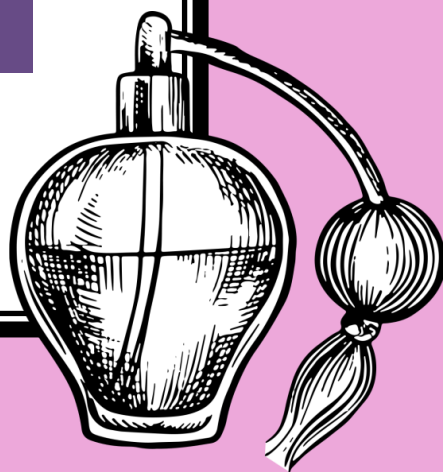
EAU DE COLOGNE (EDC)

Concentration
3% - 5%
2 hours



EAU DE FRAICHE (EDF)

Concentration
1%
1 hour



Pyramid of a Fragrance



Top Notes

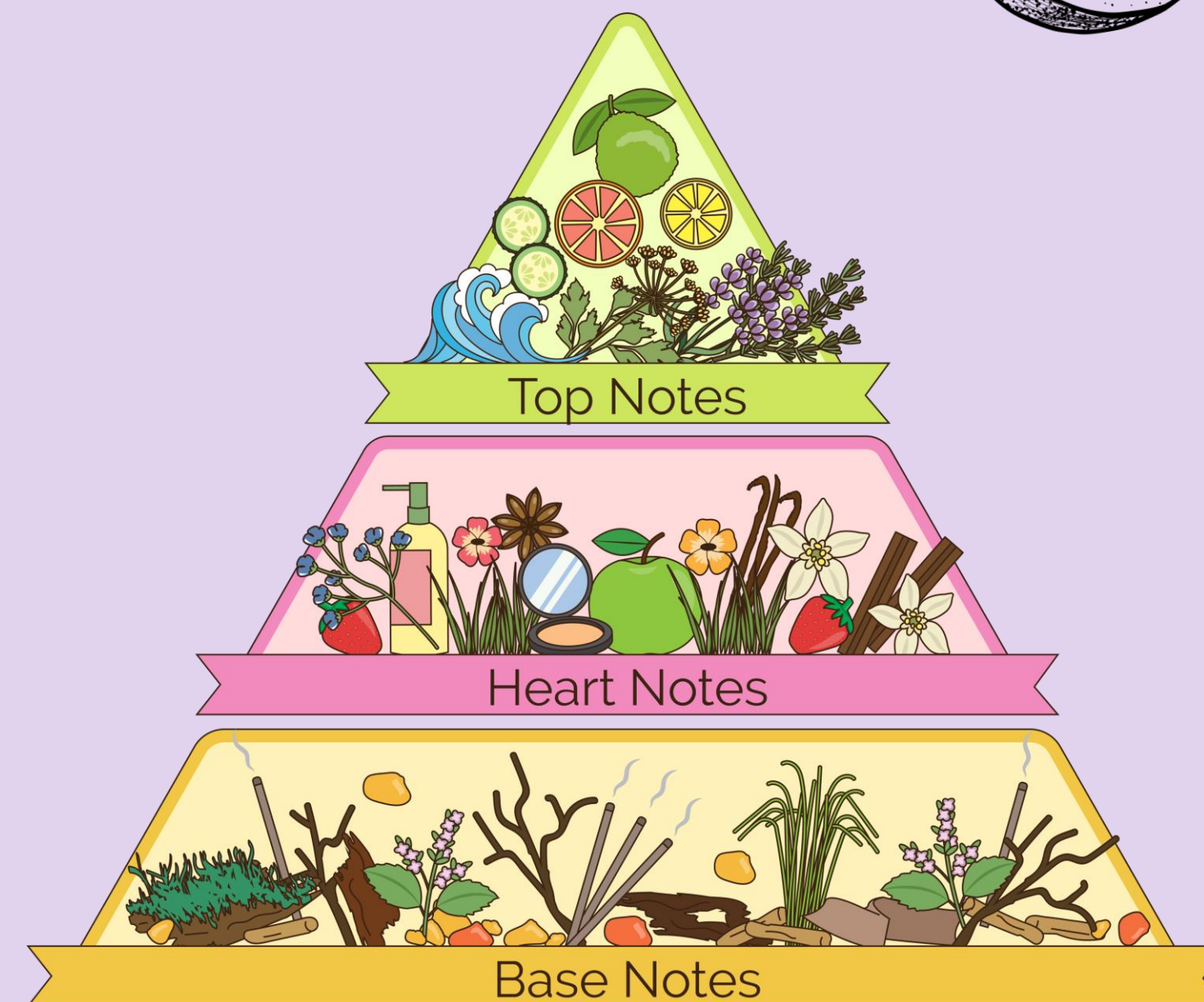
The initial impression of a fragrance, top notes are volatile and evaporate quickly. They typically include fresh and/or sparkling notes like citrus, green notes, aquatic, fruity, cold spices, or aldehydes.

Heart Notes

These emerge once the top notes dissipate and are slightly less volatile. They consist of a complex blend of floral and aromatic notes, forming the core of the fragrance.

Base Notes

Base notes linger for several hours, providing depth to the fragrance. These include heavier notes such as woods, amber, musk, and leather.



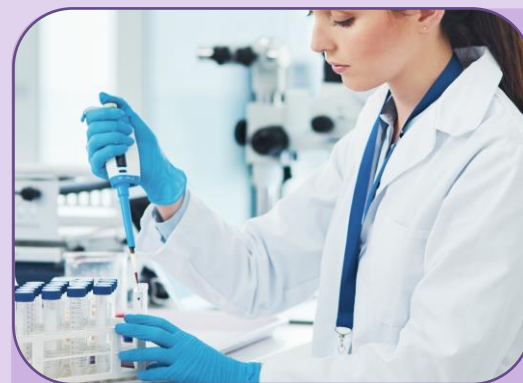
Who creates fragrances?

The Perfumers

Perfumers are alchemists and creatives who express sensations through the sense of smell.

They engage in research, laboratory work, marketing, and commercialization. Key tasks of perfumers include selecting and combining aromas to craft the perfume's formulation or recipe.

Perfumers spend months refining their creations, resulting in numerous variations before arriving at the final version of the fragrance.



75 % RAW MATERIAL

65% Synthetic Molecules
10% Natural Ingredients



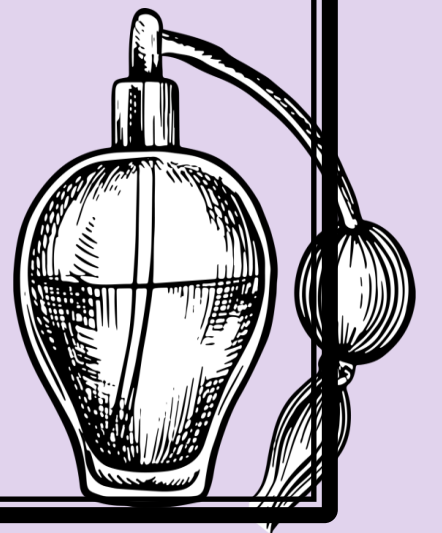
NATURAL

Extraction, Distillation
& Expression



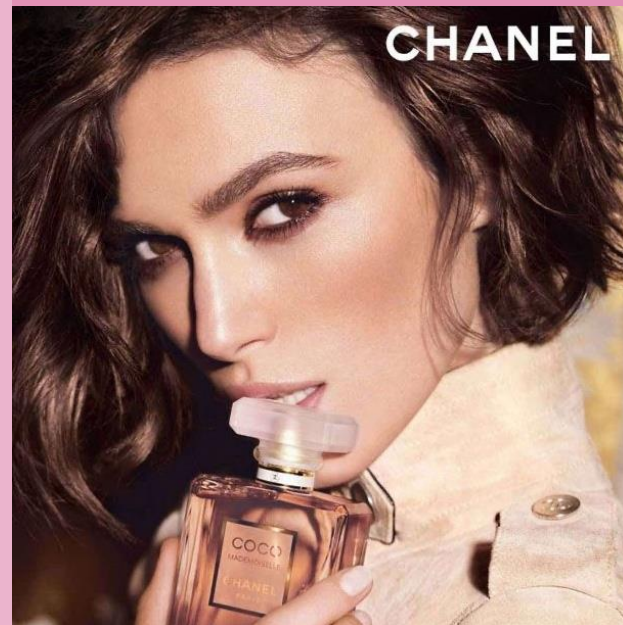
RECONSTITUTION

Lily of the valley, violet,
fruits (Apple, strawberry,
mango, among others)



USA TOP 5 FEMALE PERFUMES

#1
COCO
MADEMOISELLE



#2
DONNA BORN IN ROMA



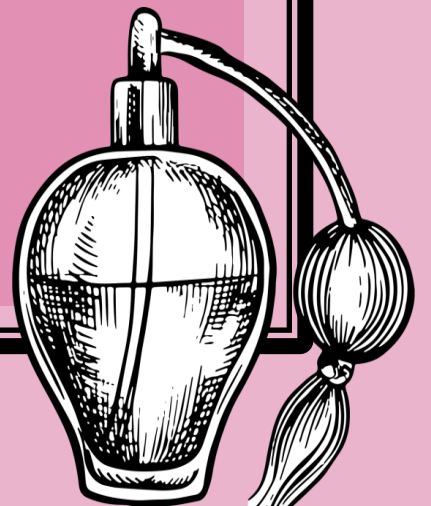
#3
CHANCE EAU TENDRE EDP



#4
LANCOME LA VIE EST
BELLE



#5
GOOD GIRL



USA TOP 5 MALE PERFUMES

#1
SAUVAGE



#2
BLEU CHANEL



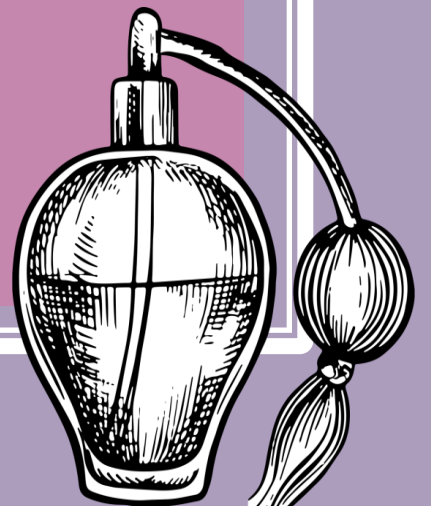
#3
YSL HOMME



#4
ACQUA DI GIO



#5
MY SLF



Perfume Houses

Specialized companies
in fragrance creation
for global brands.





THE ART OF SMELLING

Citrus

The oldest of all olfactory families. Composed primarily of fragrances dominated by citrus essences. "Eau de cologne" belongs to this family.

The fresh and sparkling qualities of citrus fruits — such as **orange, bergamot, grapefruit, and tangerine** — are beautifully blended with floral notes, like chypre, or even aromatic accords, to enhance and reinforce the fragrance's personality.

These fresh and light fragrances make up the perfect family for unisex perfumes.

Navîgo Ocean Homme EDT



Fresh, Happy, Dynamic, Sparkling

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Green

The green family became very trendy in the mid-20th century.

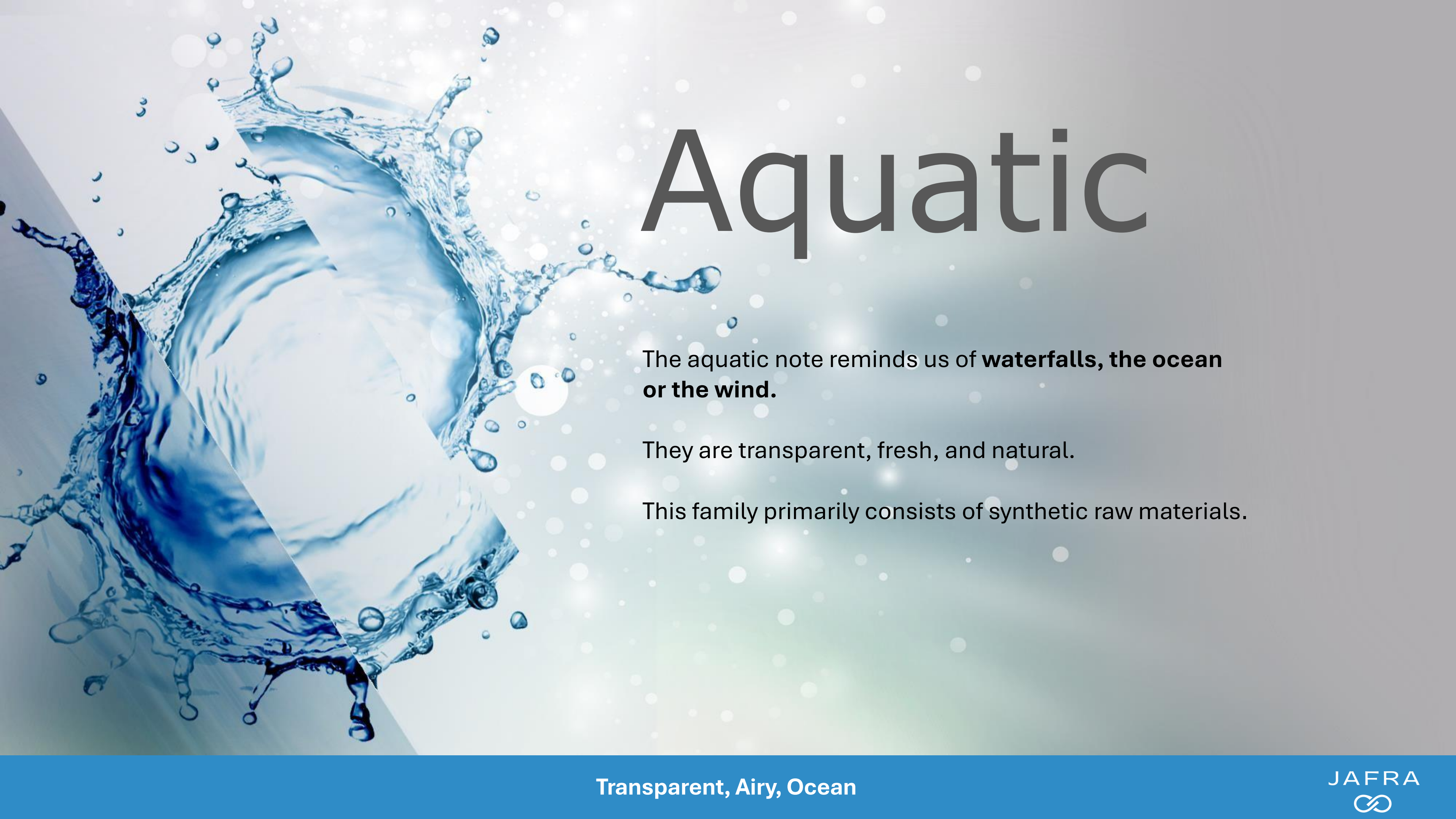
Many fragrances described as “green” are derived from **galbanum**, a natural substance. Green notes evoke nature, freshness and youth.

Double Nature Peace EDT



Natural, Cool, Outdoor

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Aquatic

The aquatic note reminds us of **waterfalls, the ocean or the wind.**

They are transparent, fresh, and natural.

This family primarily consists of synthetic raw materials.

Transparent, Airy, Ocean

Aromatic

The aromatic family is enhanced with new natural, green ingredients and elements associated with male care or grooming, such as citrus and lavender.

Herbs, fruits, and spices like **sage, rosemary, thyme, grapefruit, melon, and anise** contribute to a modern and masculine freshness.

A key subfamily within the aromatic category is the "fougère," an accord that combines lavender, geranium, coumarin, and moss.

Navigo Homme EDT



J-Sport Ride EDT



Fresh, Masculine, Nature

Fruity

Fruity notes are primarily valued for their volatile nature, offering a wide range of styles and effects. Ingredients like apple add a sense of freshness, while peach and blackberry contribute to a more complex, sensory experience.

These notes are often used as “accents,” imparting a fresh, youthful, vibrant, and playful character to fragrances. Fruity notes are highly regarded for their association with modernity and originality, making them a popular choice.

They are particularly appreciated for the familiar, contemporary, and edible qualities they bring to fragrances. While they are widely used in women’s perfumes, they are increasingly being incorporated into men’s fragrances as well. Fruity notes are primarily synthesized for consistency and versatility.

Paris Et Moi EDP



Double Nature Sexy EDT



Juicy, Crispy, Gourmand, Playful

Floral

It is the cornerstone family of women's perfumery, ranging from “**soliflores**” or **single flowers** to **elaborate floral bouquets**, and encompassing both traditional flowers and the most exotic varieties.

Flowers provide various aspects that give personality to fragrances (green, aldehydic, fruity, spicy)

New molecules, natural extracts, and fragrances continually refresh the perfumer's palette, contributing to the ongoing evolution of this family.

Pastel Bomb EDT



Rose Blossom EDP



Rich, Intense, Alluring, Delicate, Happy, Tender, Luminous

Spiced

The spices commonly used in cooking, along with floral notes like carnation, belong to this olfactory family. Together, they give character, personality, warmth, and depth to fragrances.

Skid Rock EDT



DN Devil EDT



Character, Warm

Two cross-sections of wood are shown on the left side of the image. The wood grain is clearly visible, with concentric rings. The background is a soft, warm gradient with many small, glowing white particles, giving it a magical or ethereal feel.

Woody

Resinous woods like cedar, camphorous woods such as patchouli, and creamy woods like sandalwood are used in perfumery to create a distinctive accord that adds fresh, spicy elements to a masculine floral character.

There are few aromatic woods, but through the use of synthetic molecules, the palette has been expanded, recently allowing for the creation of feminine woody fragrances.

Double Nature Wild EDT



Warm, Alluring, Rich



Musky

In its distilled form (mixed with alcohol), the natural substance of musk has been replaced by synthetic materials. In ancient times, musk was extracted from the musk deer, which was native to the Himalayas.

Musk is essential in perfumery because of its key properties of long-lasting presence and ability to enhance the diffusion of other scents.

Balsamic

The perfect blend of warmth and sensuality, gourmand fragrances derive their strength and softness from raw materials in the balsamic family, such as **vanilla and balsams**.

The perfumer takes advantage of these materials and adds warm spices, precious woods, modern fruits and floral hearts.

Modern gourmand families, whether masculine or feminine fragrances, are improved thanks to new innovations that make them more accessible.

Adorisse Night EDP



Double Nature Rock EDT



Alluring, Warm, Generous, Voluminous, Extravagant

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Amber

Amber, derived from the spruce tree, is one of the oldest fossil resins. Its name is derived from the color of the resin. Natural amber is exceptionally rare.

Amber refers to fragrances that are dramatic, warm, and powdery. It is commonly used in oriental perfumes and can impart a soft, vanilla-like note.

Whether solid, semi-liquid, or liquid, woody notes play a crucial role in stabilizing and prolonging the longevity of fragrances.

Legend EDT



Substance, Softness, Warmth

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MYTHS AND FACTS OF FRAGRANCES

After wearing the same fragrance for a while, do we stop perceiving its scent?

TRUE

Your sense of smell is directly linked to memory and emotion.

TRUE

Does perfume change according to skin type?

TRUE

Does skin type affect the duration of perfume?

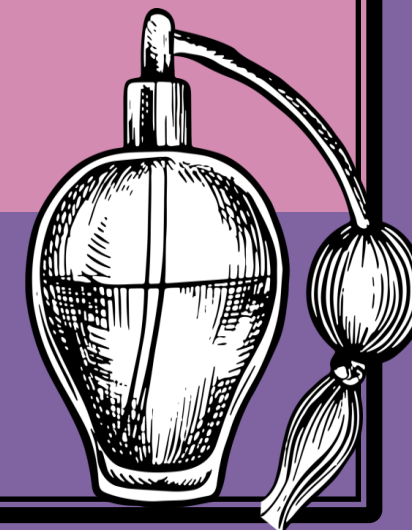
TRUE

Does perfume change with temperature?

TRUE

Should you smell coffee between perfumes to perceive better scents?

FALSE



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∞

THANK YOU!

