



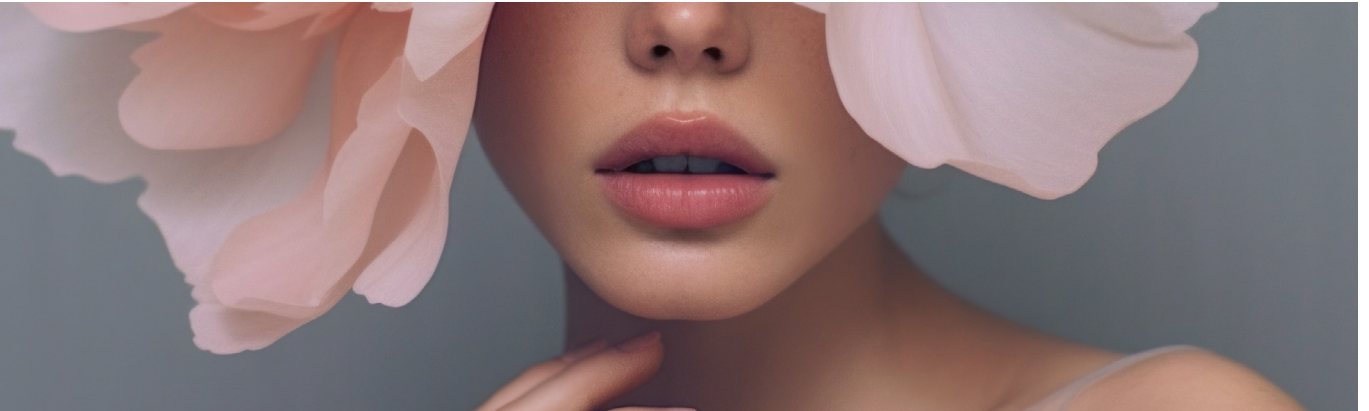
THE ULTIMATE GUIDE TO FM WORLD FRAGRANCES

Introduction *to Fragrances*



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Four Seconds *to Make* an Impression

Scientific research has confirmed that when encountering someone new who could be a potential customer or team member, the first four seconds are crucial in making a positive impression.

These initial moments are not only influenced by our profession but also by our personality, as supported by various scientific studies. Therefore, it is important to pay attention to our appearance, fragrance, and behaviour during sales or business meetings. Have you ever considered the significance of scent in the realm of business? Can specific fragrances impact the decision-making process, negotiation outcomes, or the acquisition of potential customers? The answer is a resounding yes.

Scent serves as a vital component of non-verbal communication, allowing us to leverage its power to our advantage. So, how do we select the appropriate perfume? It all depends on the desired outcome. For business meetings, fragrances containing woody notes, lavender, or citrus can be a suitable choice. Lavender and wood notes foster positive relationships and aid in making sound decisions. On the other hand, citrus notes stimulate the overall decision-making process.

Fragrance *families*

All fragrances by Federico Mahora have been categorised into appropriate fragrance families, following the best practices in perfumery.

FLORAL

Floral fragrances encompass the most extensive group of scents. They create fresh and delicate bouquets, allowing for experimentation and versatility depending on the occasion. Floral fragrances possess a romantic and sensual character.

CITRUS

Citrus fragrances exude joyfulness and energy. They have an incredibly refreshing nature, perfect for individuals looking to emphasise their vibrant and sociable temperament. Citrus scents uplift your mood, enabling you to fully embrace life.

WATER

They are dominated by light aromas reminiscent of a sea breeze, the sound of a waterfall, or warm summer rain, as well as chords of water lily or lotus flower, often enriched with cheerful citrus fruits. They are perfect for holidays, they are fresh and light, and they also add energy; they bring wonderful refreshment during high temperatures and a pleasant sense of freedom and ease.

ORIENTAL

Oriental fragrances consist of strong and spicy compositions. They evoke an exotic and mysterious essence, reminiscent of Far East countries. Perfumes from this family are warm, sweet, and smoky, making them ideal for autumn and winter occasions.

WOODY

Woody fragrances exude sophistication and elegance. The warm and deep notes create an ambiance of refinement. Many ingredients used in these perfumes have been utilised since ancient times, providing a distinct resinous and forest-like aroma. Perfect for evening events, formal occasions, and colder weather.

CHYPRE

Sensual and alluring, the Chypre fragrance family is characterised by bold and chic compositions. These perfumes feature woody and herbal-earth notes, offering a fresh and confident character that captivates attention. Often blended with fresh, floral, or fruity notes for daytime or summer wear, or oriental notes for night time allure.

FOUGÈRE

The Fougère fragrance family is exceptionally captivating. It revolves around forest, grass, and herbal accords. The term "Fougère" translates to "fern" in French. Fougère fragrances typically incorporate notes of lavender, geranium, vetiver, bergamot, and coumarin, resulting in traditionally masculine or unisex perfumes.

Fragrance *life cycle*

Perfumes have their own architecture - they consist of three types of fragrance notes: head, heart, and base (= depth).

Fragrances follow a timed progression consisting of three distinct stages, forming a life cycle of scents.

Within each stage, there are individual aromas known as “notes” that intertwine to produce the final fragrance you perceive. These notes serve as the fundamental building blocks of scent, categorised into three types: top notes (also known as head notes), medium notes (also called heart notes), and base notes.

Similar to music, fragrances are composed of various notes. Understanding fragrance notes is essential for all fragrance enthusiasts, as it enables them to discover the perfect scent every time. As a perfume specialist, it is crucial to differentiate between perfume ingredients, notes, and fragrance families. To assist you in finding the ideal fragrance for yourself or your clients, here’s a concise guide to comprehending fragrance notes.

Fragrance notes represent the distinct layers of scent that contribute to the final fragrance. These scents are divided into three primary elements: top notes, heart notes, and base notes. Together, these three categories harmonise to create a captivating fragrance. The combination of all three notes is essential for an appealing and well-rounded scent experience.

Top note

The top notes of a fragrance, also referred to as opening notes or head notes, are the initial scent impressions experienced upon application. These notes are the lightest among all the fragrance components, and while they may fade first, their significance should not be overlooked.

Top notes serve as the first olfactory encounter, leaving an immediate impression when trying a new fragrance. They entice you with their initial scents, allowing you to form your initial perception of the fragrance. Typical top notes include citrus elements (such as bergamot, lemon, and orange zest), light fruits (like anise, berries, and grapefruit), and fresh herbs (such as basil, sage, and lavender).

Heart note

As the name suggests, heart notes reside at the core of the fragrance. Also known as middle notes, this layer forms the foundation of the fragrance and comprises approximately **40-80%** of the final scent.

Heart notes begin to emerge just before the top notes fade away and play a vital role in influencing the subsequent base notes. They hold significant importance and should not be underestimated. The heart of a fragrance should be pleasant and well-rounded. Therefore, common and recognisable heart notes include scents like cinnamon, rose, ylang-ylang, lemongrass, and neroli.

Base note

Finally, the base notes become prominent once the top notes have completely evaporated. Independently, base notes constitute **10-25%** of the final fragrance. However, they also blend with the heart notes to deepen the complexity of the fragrance.

While the top notes create the initial impression, base notes are associated with the dry-down phase of the fragrance, leaving a lasting impact.

Base notes are often rich, smooth, and possess the longest longevity among the three note categories. Examples of common base notes include cedarwood, sandalwood, vanilla, patchouli, and musk.

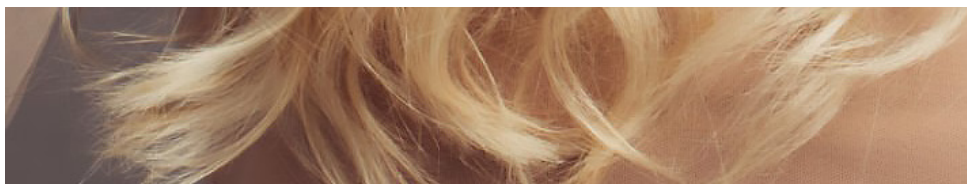
	TOP NOTE	HEART NOTE	BASE NOTE
SCENT	immediate	after 10-15 minutes	after 20-30 minutes
LASTING POWER	brief	longer-lasting	very long-lasting
EFFECT	creates the first impression	defines the perfume's character	gives the final touch
NOTES	citrus, herbal	floral, fruity, spicy	woody, oriental, amber, animalic



Making the *right choice*

The fragrances are complex and multi-threaded. They need time to develop and reveal all their strengths.

Explore the hidden layers of each fragrance carefully to ensure you make the right choice. Select those you will enjoy down to the last drop.





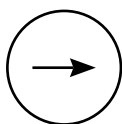
Never rub your wrists together

This common mistake raises skin temperature, causing the top note fragrance molecules to break down and evaporate too quickly. As a result, the remaining notes appear prematurely, giving a false impression of the fragrance.



Less is more

Try not to test more than 4 scents at a time, because it will be sooner or later they will merge into one and you won't be able to choose the right one.



1. Spray the blotter

2. Smell

Smell the blotter only when you observe that the drops have dried, indicating the alcohol has evaporated.

3. Spray on skin

If you are satisfied with the scent, check how it reacts to your skin - spray it on the inside of your wrist, the crook of your elbow, your neck, or behind the ear.



One composition — *various scents*

The same perfume smells different
on the skin, clothes, or blotter.

Moreover, the scent can also vary depending on who wears it. Each person has different skin properties, so the fragrance reacts differently on them, and their durability is different. And it depends on many factors, including: hormone levels, type of diet, pH, and skin type.

OILY SKIN

The smell is strongest and lasts the longest, so be careful with the amount of perfume you spray

NORMAL SKIN

The smell lingers in a classic way

DRY SKIN

The scent is the weakest and shortest-lasting: to intensify it and extend its durability, it is worth using body care cosmetics with the same scent*

*Layering

A great way to extend the durability of perfume and intensify the scent, apply it in layers. You only have this option if a given composition has also been used in other cosmetics. Using bath gel, body lotion and perfume with the same chords, you can be sure that they will stay with you for at least the whole day.

What are fragrances?

Fragrances encompass intricate blends of raw materials, as referred to by professionals in the perfume industry. These raw materials can be derived from natural sources or created synthetically.

Perfume oils are dissolved in a solvent, typically alcohol, to create a harmonious composition of scents.

The concentration of oils directly influences the potency of the fragrance. This potency determines the duration for which the fragrance lingers on your skin.

A fragrance represents an intangible aspect of your personal style, one that holds substantial influence over how others perceive you.



Guide to fragrance concentration

Fragrance serves as a universal term for perfume and is available in various forms, each with its own name. These forms generally fall into the following categories:

Eau de Cologne

Being the oldest term for perfume, it is predominantly used in the UK to describe masculine scents. Eau de Cologne exudes a light, refreshing, and fruity aroma, typically comprising **2% - 4%** perfume oils diluted in alcohol and water. This type of fragrance is often favoured by younger individuals and lasts for approximately 2 hours.

Eau de Parfum

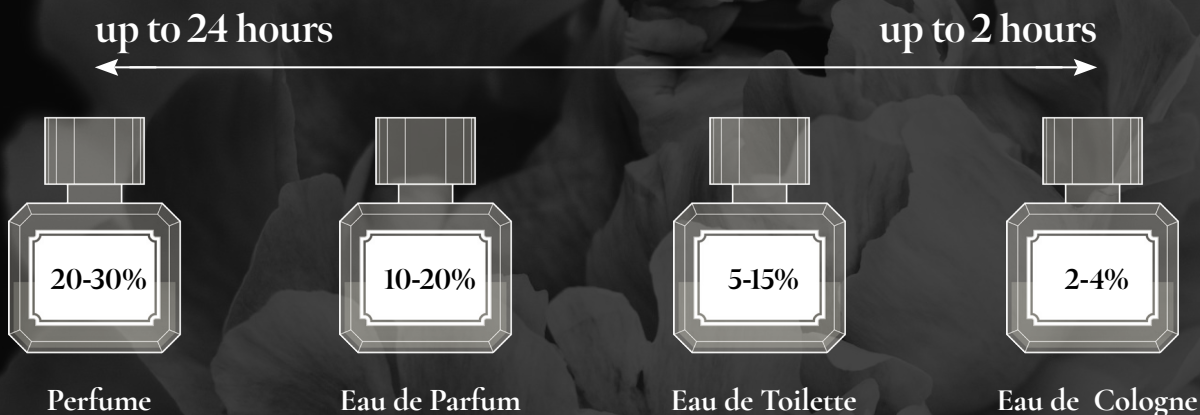
Originally a gender-neutral term, Eau de Parfum encompasses fragrances designed for both men and women. It represents the ideal descriptor for a fragrance, featuring a concentration of **15% - 20%** pure perfume essence. Eau de Parfum provides a longer-lasting scent experience, typically enduring for approximately 5 to 8 hours.

Eau de Toilette

An airy spray composition containing **5% - 15%** pure perfume essence dissolved in alcohol. Eau de Toilette offers a moderate longevity, typically lasting for around 3 hours.

Perfume

As the most concentrated and luxurious fragrance option, perfume, also known as parfum, boasts a higher concentration of pure perfume essence, ranging from **20% - 30%**. Its slightly oilier formulation ensures a potent and enduring fragrance that can last up to 24 hours with just a single application.





Collections

FM takes great pride in its umbrella of brands, which includes Pure, Pure Royal, Pheromone, Intense, and Utique. This diverse selection offers an extensive range of high-quality perfumes that cater to various tastes and preferences.

Our mission is to provide luxury for less, offering ethical products with high concentrations of carefully blended ingredients. Each fragrance is thoughtfully crafted to suit different occasions, using a combination of natural ingredients.

Embodying affordable luxury, our collection of best-selling bottles encompasses the entire fragrance family. From captivating floral accords and indulgent gourmands to alluring spices and aromatic woody notes, we have something for everyone. Our commitment to quality and craftsmanship ensures that every scent is a sensory experience to cherish.



PURE

Do you know why both INTENSE and PHEROMONE bottles have the PURE logo engraved on them? Because these are three variations on one fragrance composition!



PURE

Discover an amazing combination of fragrances for both men and women in our Pure collection. Available in 50ml bottles, each fragrance contains a 20% concentration of perfume oil, ensuring a lasting scent experience.

Choose from a wide selection of fragrances to find the perfect one for any occasion, allowing you to express your unique personality.



INTENSE

Immerse yourself in the pleasure that never fades with our Intense collection.

These fragrances, designed for both men and women, boast a remarkably high concentration of perfume oil: 30% in the women's range and 24% in the men's range, providing a durable and long-lasting scent experience.

The 50ml bottles offer longevity, allowing the intense scent to evolve and intensify over time.



PHEROMONE

Enhance your presence with the captivating fragrances from our Pheromone collection. Designed for both men and women, these 50ml perfumes contain a 20% concentration of perfume oil. Pheromones, odourless substances added to the perfume, reinforce their stimulating effect.

Experience the power of pheromones, which can boost your self-esteem, create positive connections with others, and make your interactions more engaging. Scientifically proven to affect the subconscious mind, pheromones can have a profound impact on your personal and professional relationships.



FEDERICO MAHORA



PURE
ROYAL

parfum

916

PURE
ROYAL



PURE
ROYAL

Pure Royal

Indulge in the luxurious Pure Royal fragrances, presented in stunning 50ml bottles. Selected fragrances are also available in 15ml bottles. With a 20% concentration of perfume oil, these scents offer long-lasting allure.

The elegant packaging, featuring gold or silver hot stamping, adds a touch of sophistication. The distinctive bottle design, embellished with glossy details and original glass-engraving, exudes a sense of elegance and uniqueness.

The Pure Royal Collection also includes unisex fragrances, aligning with the current trend of gender-neutral perfumery.



I
A simple geometric bottle shape adorned with glossy elements.

II
Original glass engraving that adds elegance and uniqueness.

IV
The logotype and other graphic elements are enhanced with gold or silver hot stamping

III
Packaging that highlights the product, forming a unified and complete presentation.



UTIQUE



LUXURY
FRAGRANCES

UTIQUE



Utique

Indulge in the mysterious, glamorous, and sensual world of Utique fragrances. This collection showcases captivating compositions of oud, amber, musk, amber wood, cinnamon, and other high-quality ingredients.

Available in 100ml and 15ml bottles, each fragrance contains a 20% concentration of fragrance oil.

Discover the luxurious Ruby Solid Perfume, an exquisite blend of jasmine, rockrose, cashmere tree, vanilla, amber wood, white oud, black musk, and dry wood. With its creamy texture and long-lasting nature, it creates a captivating and enduring scent on your skin.





Network marketing eliminates the huge costs associated with paying for television advertising with the participation of celebrities,

thanks to which we offer fragrances of the highest quality at a competitive price, often standing out from the background others both in terms of the degree of perfume as well as the capacity of the bottle.

Understanding *pricing*

In the world of perfumes, understanding pricing is paramount to achieving success. Unfortunately, pricing is often misunderstood.

Contrary to popular belief, a higher price tag doesn't necessarily guarantee superior colognes or perfumes. Some of the most beloved fragrances from the past were actually composed of affordable formulas. It's possible to blend expensive raw materials and end up with an exorbitantly priced disappointment.

Typically, the concentration of fragrance oils within a perfume affects its price, unless it is sold directly through network marketing, as is the case with FM. Well-established brands commonly create perfumes that combine scientific knowledge with marketing expertise. Frequently, what you're truly paying for is the cost of marketing and the brand image, rather than the actual ingredients that make up the scent.

To provide you with insight, here's a breakdown of costs for a bottle of perfume endorsed by a celebrity. The total price of £70-£120 encompasses perfume ingredients, the retailer's profit, overhead costs for the retailer, the manufacturer's profit, the manufacturer's overhead, sales commission, celebrity endorsement fees, marketing expenses, packaging, and the bottle itself. With network marketing, unnecessary costs are eliminated, allowing our fragrances to be affordable while maintaining high quality.

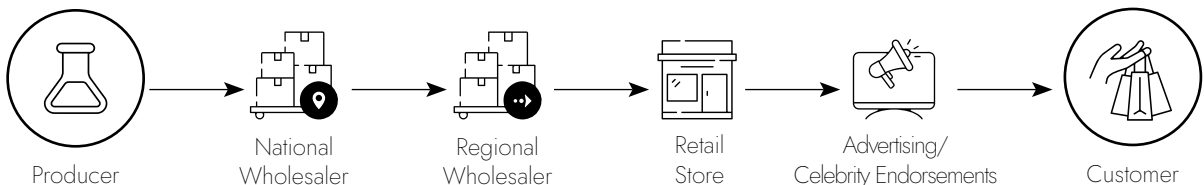
Revolutionising Marketing:

Exploring Conventional and Network Marketing Approaches

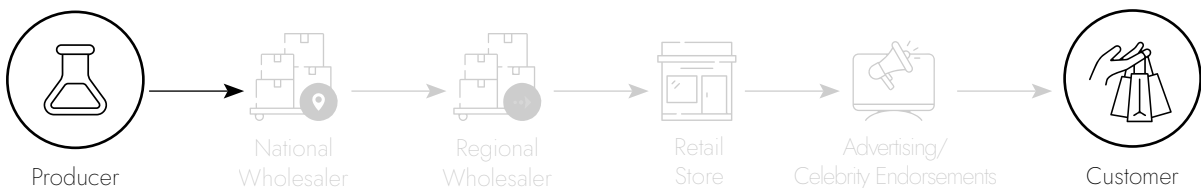
When it comes to marketing, there are two distinct paths: conventional marketing and network marketing. At FM World, we have chosen to break free from traditional practices. Unlike many companies, we do not rely on celebrity endorsements, commercials, or any form of extensive advertising. Instead, we have eliminated the presence of national or regional wholesalers, effectively cutting out unnecessary intermediaries.

Our unique approach is rooted in network marketing, a system where our valued business partners play a crucial role. Through network marketing, we empower our partners by offering them commissions for growing their sales and customer teams, as well as for recommending and selling our remarkable products. By embracing this model, we are able to deliver high-quality products at lower prices compared to the conventional market.

Why designer perfumes are so expensive?



Why Fm World perfumes are so affordable?



FAQ about *Fragrances Answered*



How can fragrance families assist in selecting the perfect perfume?

Due to the emotional nature of our sense of smell, fragrances are often perceived as confusing, with a multitude of scents seemingly lacking any order or logic. However, this assumption is inaccurate. Upon categorising the fragrances, you have worn, you will likely discover that they predominantly belong to just two or three families. Once you identify the families you particularly enjoy, the FM catalogue will guide you by highlighting other fragrances that belong to the same family.

Is it accurate to say that each person possesses their own unique ‘scent fingerprint’?

Indeed, that statement is true. This uniqueness arises from the fact that nearly everyone has distinct skin chemistry, which can be influenced by factors such as genetics and diet. When perfumes are applied to the skin, the fragrance oil interacts with the natural oils produced by our skin. As a result, the same perfume can smell differently on different individuals.

Is it accurate to say that fragrances react differently on individuals with different hair colours such as blondes, brunettes, and redheads?

Yes, that statement is true, although it is not directly influenced by hair colour. The primary factor at play is the individual's skin type. Typically, individuals with naturally blonde or ginger hair tend to have dry skin, while those with dark hair often have oilier skin. As a result, perfumes interact differently with their skin, leading to variations in scent. If you wish to enhance the longevity of a perfume, ensuring proper hydration of the skin is important. Applying a moisturising body lotion after showering and then spritzing the perfume can significantly extend its duration on the skin.



I've been wearing the same fragrance for years, so why does it seem different now?

The variation in perception could be attributed to slight changes in your personal chemistry and body temperature. Factors such as being on a low-fat diet, taking new medication, being pregnant, or engaging in more frequent exercise might have an impact. Additionally, changes in skin condition, such as increased dryness, or adjustments in skincare routine, like using more moisturiser, can also play a role.

While the fragrance formula itself rarely changes, alterations in diet or medication can introduce new chemicals that are released through the pores, ultimately affecting the fragrance balance on your skin.

Is it correct to say that the sense of smell is less acute in the winter compared to the summer?

Yes, that statement is accurate. The impact of odours is influenced by temperature, and during warmer months, our sense of smell tends to be more heightened. Consequently, it is advisable to opt for lighter, fresh, and citrusy perfumes during summer, while in winter, we can choose heavier and stronger fragrances like oriental or musky scents. Wearing very potent fragrances during the summer might be overpowering and less enjoyable.

Why do I lose the ability to smell the fragrance I'm wearing after some time?

Many of our senses, including smell, can become fatigued with constant stimulation. The sense of smell, in particular, tends to desensitise within a few minutes. Since you can't physically distance yourself from your own perfume, you gradually become accustomed to its scent. As a result, you may perceive it as if it has vanished, even though others around you can still smell it.

It is a common misconception to believe that the inability to smell a fragrance on your own skin indicates that it does not last long enough. However, if you can still detect the scent lingering 15 minutes after application, it is likely to become overwhelming and may even lead to a headache. Instead, it is advisable to ask someone nearby if they can still detect the fragrance on you, relying on their sense of smell rather than solely relying on your own perception.



What can I do to prolong the longevity of my fragrance?

The key to extending the lifespan of your fragrance lies in the technique of “fragrance layering.” This involves applying various forms of the same fragrance to the skin, such as perfumed soap, bath oil or gel, body lotion or cream, dusting powder, and eau de toilette. Each layer enhances the overall impact of the scent, resulting in a quadrupled lifespan for your favourite fragrance. This technique, also known as “fragrance dressing,” is particularly useful for wearing scents that may be too overpowering for daytime use.

How long should a good quality perfume last?

The duration of a high-quality perfume’s longevity can differ depending on the individual. Typically, a perfume, which is the most concentrated version, is designed to last between six to eight hours. An eau de parfum, on the other hand, typically lingers for about three to four hours, although it may last longer if it has a higher concentration of fragrance oils.

What is the recommended number of different fragrances to test at once?

It is advised not to test more than three different fragrances simultaneously. While your sense of smell may tire more quickly when exposed to similar scents compared to those with contrasting characteristics, testing more than three scents at once can potentially confuse your sense of smell.

Is it possible to determine if I like a fragrance by smelling an open bottle?

No, it is not. Sniffing an open bottle only exposes you to the sharp scent of alcohol and the initial top notes of the fragrance. To truly experience and appreciate a fragrance, it needs to interact with your skin. The warmth of your body activates the fragrance, causing it to blossom and create a unique scent that is personalised to you.



How should fragrances be properly tested?

To properly test a fragrance, it is recommended to apply it to your wrist or the back of your hand. Merely sniffing the bottle is not sufficient because the true character of a perfume is revealed only when it interacts with your skin. After application, allow a few moments for the fragrance to fully develop and bloom on your skin. If you wish to try multiple fragrances, start by applying the first fragrance to one wrist and wait a few minutes to assess its scent. Then, apply the second fragrance to the other wrist, and if desired, a third fragrance to the inside of the elbow. It's important to note that testing more than three fragrances at once can overwhelm your sense of smell and lead to confusion.

Can fragrances have an impact on our mood?

Indeed, fragrances possess the remarkable ability to instantly influence our emotions. Numerous studies have demonstrated that fragrances can stimulate or calm us, contribute to a positive or negative mood, shape our memories, and even influence the quality of our dreams. Aromatherapy, which utilises fragrant essential oils, is an entire healing practice based on the belief that aromas have the power to affect our mood.

Fragrance has long been acknowledged as a potent and subtle tool for restoring balance to the mind and body. As an old Chinese proverb states, "Every perfume is a medicine." For example, in a recent study, peppermint and lily of the valley were found to enhance alertness in work settings. Some companies in Tokyo even pump peppermint scent into their offices to improve productivity. Another company utilises the air conditioning system to distribute various fragrances with the aim of boosting staff productivity. The invigorating scent of citrus is introduced to kick-start the day on a positive note, while a hint of cedar helps alleviate tiredness during the lunch break and late afternoon.

Where should perfumes be applied?

Perfumes should be applied to the pulse points, which are areas where the blood vessels are closest to the skin. These points radiate heat, aiding in the diffusion of fragrance from your skin into the surrounding air. Apply your perfume to the inner wrists, the base of the throat, behind the ears, behind the knees, and the inner elbows. By applying perfume to these areas, it will interact with your body heat throughout the day, allowing the scent to continue emanating. It is recommended to spray the perfume from a distance of around 5 inches. Avoid rubbing your wrists together after application to prevent "crushing" the scent, and instead, allow it to dry naturally.



Can one's diet impact the scent of a fragrance?

Certainly. Following a low-fat diet can result in lower oil levels in the skin, which may cause fragrances to appear less long-lasting. Additionally, nicotine, found in cigarettes, can alter body chemistry and affect one's sense of smell. As a result, fragrances may not linger as effectively on the skin, and the individual's sense of smell may be less acute. It's also worth noting that certain antibiotics can potentially influence the way a fragrance interacts with the skin.

What is the recommended method for storing perfumes?

To maintain the quality of your perfumes, store them in a cool and dry location that is shielded from direct sunlight and heat sources, such as radiators. Extreme temperatures can disrupt the delicate balance of the fragrance oils and potentially alter their scent. It's important to note that once a bottle of perfume is opened, it is intended to be used rather than stored for extended periods. Avoid storing perfumes in the bathroom, as the frequent fluctuations in temperature and humidity can have a detrimental effect on the fragrance oils.

What is the expected lifespan of an open bottle of perfume?

The duration can vary depending on the specific fragrance, but typically, when stored correctly, an open bottle of perfume can last from six to 18 months. It is important to note that fragrances degrade over time, so it is recommended to use the perfume once it has been opened. Light and citrus-based perfumes, for example, may start to deteriorate within approximately six months, while floral scents can maintain their quality for about a year and a half.

Fragrances written *in the stars!*

The power of scent is intricately connected to our memories, with the sense of smell being the strongest link to the past. Whether it's the fragrance of a blooming flower, a comforting home-cooked meal, or a captivating perfume, scents have the remarkable ability to transport us through time. However, it's important to note that not all aromas evoke the same pleasant sensations for every zodiac sign.

Finding the perfect perfume can be an adventure, as it becomes an intimate part of our daily lives, delicately adorning our wrists and necks. Aligning with our horoscopes, which offer insights into our unique personalities, can serve as a valuable guide in narrowing down fragrances that resonate with us.

As fiery signs veer in their own direction, grounded earth zodiacs take a different path, and sentimental water signs are drawn to their own scents, while discerning air signs have their own preferences. We have carefully selected a range of our fragrances that we believe are deserving of a spritz, tailored to your individual star sign.



Aries

Aries individuals exude intensity in every aspect of their lives, embracing their natural leadership qualities without hesitation. Their vibrant and energetic nature, coupled with their sharp tongues and fierceness, calls for scents that match their dynamic personality. Bold and lively fragrances with notes of cinnamon, ginger, cumin, and pepper suit Aries perfectly. Additionally, woody accords like cedar wood, cedar, and juniper can complement their spirited essence, while musky undertones like amber and leather add an extra touch of allure to their scent preferences.

Traits: self-sufficient, optimistic, enthusiastic and brave.

Scents: ginger, cinnamon, cumin, pepper, cedar, cedar wood, juniper, amber, leather, musk.



Taurus

Taurus individuals are firmly rooted and grounded, being an earthy zodiac sign. As such, they find great pleasure in fragrances that capture the essence of the earth—grassy or flowery scents are particularly appealing to them. Clover, rose, and violet are among the notes that will captivate their senses. Heavy scents, however, are not favoured by Taurus; they prefer subtler and refined aromas. Known for their loving and patient nature, Taurus individuals appreciate genuine expressions of beauty and take delight in indulging their senses. Amber and vanilla notes also hold a special allure for them, adding a touch of warmth and sweetness to their fragrance choices.

Traits: trustworthy, loyal, patient, considerate

Scents: clover, rose, violet, amber, vanilla



Gemini

Gemini individuals possess not only politeness and boundless energy but also a remarkable adaptability to any situation. With their inherently easily bored nature, they thrive on diversity and seek fragrances that offer a captivating contrast while harmoniously blending into a beautiful aroma. To keep their senses stimulated, Gemini gravitates towards combinations such as lavender and mint, intertwined with orchid, grapefruit, lemon, and tangerine. Fragrances featuring almond and hazelnut also hold a special allure for them, adding a hint of nutty richness to their olfactory preferences.

Traits: clever, imaginative, adaptable, spirited

Scent: lavender, mint, orchid, grapefruit, lemon, tangerine, almond, hazelnut



Leo

Leo individuals have an open-minded and charismatic nature, often taking centre stage in any group setting. Their playful and fun-loving demeanour allows them to accept and appreciate others for their true selves. In the realm of scents, Leos are drawn to limelight fragrances that exude warmth and floral allure. They find delight in notes like lemon, lime, tangerine, and mandarin, as well as the enticing aromas of orange blossom, neroli, juniper, cinnamon, and nutmeg. These captivating scents perfectly complement their vibrant personalities, allowing them to bask in the spotlight and leave a lasting impression wherever they go.

Traits: confident, encouraging, ambitious, loyal

Scent: lemon, lime, tangerine, mandarin, orange blossom, neroli, juniper, cinnamon, nutmeg.



Libra

Libra individuals possess a laid-back and flexible nature, constantly in pursuit of balance. They thrive in peaceful social settings and find solace in the company of others. With their charming and compassionate demeanour, they are naturally inclined towards affectionate interactions. Libras appreciate fragrances that embody a sense of balance and harmony, favouring scents that are both artistic and stable. Notes such as geranium, lily of the valley, violet, orchid, and berries align with their taste. Additionally, Libras are drawn to fragrances featuring hints of almond and vanilla, adding a touch of sweetness and warmth to their olfactory preferences.

Traits: diplomatic, graceful, idealistic, hospitable

Scents: geranium, lily of the valley, violet, orchid, berries, almond, vanilla



Sagittarius

Sagittarius individuals embody a remarkable sense of optimism and enthusiasm. They are full of energy and have an adventurous spirit, never wanting to be tied down. This freedom-loving group is captivated by scents that make a lasting impression. Sagittarius individuals are drawn to fragrances featuring notes such as iris, violet, peach, pear, saffron, nutmeg, as well as the captivating aromas of clove, oud, and amber. These aromatic combinations perfectly complement their vibrant and dynamic personalities, allowing them to embark on new experiences with a sense of curiosity and joy.

Traits: independent, optimistic, enthusiastic, freedom lovers

Scents: iris, violet, rose, peach, pear, saffron, nutmeg, clove, oud, amber.



Aquarius

Aquarius individuals, known for their honesty and loyalty, are beloved friends to all. This independent group values the beauty found in uniqueness and embraces the refreshing allure of originality. Aquarians have a penchant for exploring new experiences and thrive in ever-changing environments. When it comes to fragrances, they cherish scents that incorporate notes of lime, tangerine, lavender, bergamot, orange, tonka bean, and patchouli. These aromatic combinations capture their free-spirited nature, allowing them to revel in the captivating and diverse world of scents.

Traits: witty, humanitarian, inventive, authentic

Scent: lime, tangerine, lavender, bergamot, orange, tonka bean, patchouli



Cancer

Cancer individuals are the solid pillars within their family and friend circles, known for their proactive, loving, and nurturing nature. With a strong sense of intuition and imagination, they tend to be cautious and inclined towards privacy, often experiencing a range of emotions. Cancers find solace in scents that evoke a sense of comfort, creating a feeling of being at home. Fragrances that encompass notes like cucumber and melon, jasmine, and vanilla appeal to their desire for freshness and sweetness. These aromatic choices provide a soothing and pleasant experience that resonates deeply with Cancer's sensitive and caring disposition.

Trait: caring, responsible, dependable, devoted

Scent: cucumber, melon, jasmine, vanilla



Virgo

Virgo individuals are characterised by their intelligence, caution, and practicality, often displaying traits of perfectionism. They have a strong inclination towards order and prioritise reality over fantasy. Being reliable is of utmost importance to them, leading them to gravitate towards fragrances with earthy tones that are grounded and possess a traditional nature. Virgos are drawn to scents that incorporate elements like grass, cedar, basil, bergamot, and vanilla. These aromatic components create a sense of stability and familiarity, resonating with their practical and down-to-earth sensibilities.

Traits: analytical, observant, practical, reliable

Scents: grass, cedar, basil, bergamot, vanilla



Scorpio

Scorpios, with their captivating and determined nature, exude an exciting allure that draws people towards them. Their dynamic and likable personality traits make them intriguing individuals. With a natural talent for problem-solving, they possess an unwavering determination to find resolutions. In the realm of fragrances, Scorpios seek scents that match their intensity. They are particularly fond of strong florals and heavy musk, which perfectly align with their bold and powerful demeanour.

Traits: passionate, creative, observant, dynamic

Scents: gardenia, frangipani, pepper, anise, ginger, bergamot, vanilla, leather



Capricorn

Capricorns possess innate leadership qualities that demand respect. They are highly resourceful and known for their disciplined nature. Ambitious by nature, they can navigate through the most challenging situations with ease. Capricorns are forward-thinking and always have their sights set on the future. When it comes to fragrances, they hold an appreciation for scents like angelica, peppermint, sage, basil, vetiver, and civet. These aromas align with their strong and determined demeanour, making them a perfect match for the confident and tenacious spirit of a Capricorn.

Traits: responsible, patient, ambitious, resourceful

Scents: angelica, peppermint, sage, basil, vetiver, civet, amber, patchouli



Pisces

Pisces individuals are known for their charitable and empathetic nature. They possess a deep sensitivity and sympathise with others' feelings. This artistic and independent group has a keen perception of their surroundings, and their flexibility allows them to adapt to any situation with a fresh perspective. Pisces can approach challenges with compassion and patience, handling almost anything that comes their way. When it comes to perfumes, they are drawn to scents featuring notes like mango, lychee, guava, tuberose, champaca, raspberry, and sandalwood. These aromatic choices resonate with their imaginative and compassionate souls, offering a delightful olfactory experience that complements their artistic and caring disposition.

Traits: compassionate, adaptable, accepting, devoted

Scents: mango, lychee, guava, tuberose, champaca, raspberry, sandalwood

Perfume Etiquette: *Perfect Scent for Every Occasion*

Whether you're headed to the office, enjoying a casual outing, planning a romantic date night, or embracing the changing seasons, our handpicked collection of fragrances is here to assist you in making the perfect impression.

Let the magic of scent guide you as our expertly curated selection helps you find the ideal perfume to match the occasion, leaving a lasting and enchanting impression wherever you go. Delve into this aromatic journey and experience the art of personal fragrance selection like never before.

Casual Scents

When it's time to unwind and enjoy your leisure moments, casual scents are the perfect choice. Whether you're spending your day outdoors or embracing the evening's relaxation, a casual fragrance effortlessly fits the occasion. These scents are crafted to be effortless and universally appealing, ensuring a delightful experience for all.

Among the top choices, we recommend the unisex fragrance **924**, for ladies **419** and **847**, and for men **475** or **705**, as excellent examples of casual perfumes that will complement any relaxed occasion.

Professional Aura

When it comes to fragrances for the office, lighter and more refreshing scents are often preferred. The perfect office fragrance should exude a professional aura, whether it be masculine or feminine, while still embodying sophistication. These scents are designed to boost your confidence and empower you throughout the workday. Typically, office fragrances are more suited for daytime wear, offering a distinctively different experience compared to sensual and smooth night-time scents.

For your customers, we recommend exploring our range of unisex FM fragrances, such as **912**, **925**, and **926**, which are perfectly suited for the office environment.

Date Nights

Date scents possess a captivating allure, specifically designed to create a sense of sensuality. Their primary purpose is to emit an enticing fragrance that effortlessly attracts the opposite sex. These scents tend to be bolder, exuding a more pronounced masculine or feminine character compared to other fragrances. Typically reserved for evening wear, date scents embrace their freedom to be irresistibly sensual and seductive, perfectly suited for situations where the wearer aims to exude allure.

Embrace the power of sensuality with our perfect examples of date scents, such as **141**, **281**, and **807** for women, and **56**, **135**, and **457** for men. These fragrances are your secret weapon to create a captivating and irresistible impression on your special occasions.

Evening time

For a date, it is worth choosing sensual and seductive perfumes, preferably with the addition of pheromones that attract the opposite sex in a way that is elusive to the senses. Fragrances with notes of dates are perfect, whose captivating charm will allow you to make a stunning impression. A marriage of delicious gourmand chords It will also stimulate your appetite for more...

Seasonal Scents

Warmer and Cooler Months

As the seasons change, so do the scents that surround us, offering a delightful opportunity to immerse ourselves in the essence of each time of year. From the vibrant blossoms of spring to the sun-soaked warmth of summer, the crisp earthy notes of autumn, and the cosy comforts of winter, our curated selection of seasonal fragrances captures the spirit of each season, allowing you to embrace the changing atmosphere with every spritz. Discover the perfect scents to complement the warmer and colder months, infusing your days with the enchantment and beauty of nature's ever-evolving symphony. Let the aromas guide you on a fragrant journey through the seasons, awakening your senses to the magic of every moment.

Fragrances **perfect for cold seasons:**

Late Autumn, Winter and early Spring.

For women:

142, 173, 358, 366, 717

For men:

64, 224, 719, 813, 830

Utique: Ambergris, Violet Oud, Gold, Black, Ruby

Fragrances **perfect for warm months:**

Late spring, summer, and early autumn

For women:

33, 702, 709, 801, 807

For men:

55, 300, 332, 334

Utique: Flamingo, Bubble

Bold and Luxurious

For a party, opt for a niche fragrance that is intense, luxurious, and complex. An unconventional blend of floral notes, spiced with a hint of spice and enriched with smoky undertones, will provide you with confidence and boldness.

Fragrances have *a special power...*

Perfumes allow you to express yourself, recall important moments, stimulate your imagination, ignite your senses, and evoke memories.

They are like diaries, wish lists, and business cards, constantly surrounding us and becoming an integral part of our lives.

Choose a composition that reflects your character and enhances your image, then set out to conquer the world!



WORLD
UK