

Bring Out Your

Beauty



Color Certification
Spring 2012

Fragrances & Aromatherapy
Class Three

Fragrances

WHY WEAR FRAGRANCE?



- Fragrance is magical and lifts our spirits
- It makes a connection and makes and/or recalls a memory
Just as you have a clothing and accessory wardrobe, develop a fragrance wardrobe! find a fragrance that connects with you, and that's an "add" to your perfume wardrobe
- Fragrance communicates my mood & who I am
- It evokes a feeling of nostalgia with a person, place, or experience
- My fragrance selection shows my style: reflects my makeup, clothes, and general taste

WE CHOOSE TODAY'S FRAGRANCE based on...

1. A mood we want to get from our fragrance—**confidence, happiness, femininity**. What other feelings would you, as a fragrance user, want to have?

A woman knows the power of a fragrance. A simple trace of a scent can evoke a wonderful memory. A favorite fragrance is more than essential oils and aromatic compounds. It is an expression of her beauty. It's no wonder that finding the perfect fragrance for any occasion is as important as the oils that go into it!

2. Today's occasion—wedding, party, business meeting, first date, second date



Fragrances

HOW DO FRAGRANCES WORK?

It takes a combination of expertise and imagination to develop a new fragrance. Our own Mary Kay experts work closely with prestigious fragrance houses to create each Mary Kay® fragrance. They choose from thousands of ingredients to create unique fragrance combinations made from aromatic compounds and natural oils.



The combination of selected ingredients varies at not only how the fragrance smells but also its “staying power” on the skin. Different ingredients come into play in the fragrance at various stages in the fragrance’s life on the skin. Perfumers identify three parts of a fragrance, called notes.

- *The **Top Note** is the first impression of the fragrance. It is the initial impact of the scent on the sense of smell.*
- *The **Middle Note**, or heart of the fragrance, unfolds and develops a few minutes after it is applied to the skin.*
- *The **Bottom Note**, is the final impression of the fragrance. It is the most lasting part and can last several hours after it is applied.*

- Fragrance does not smell the same way on any two people.
 - Skin’s pH level
 - Climate
 - Level of moisture on skin (perspiration and topical lotions)
- Some fragrances seem to last longer than others on different people.

Fragrance is sometimes applied to pulse points:

- Wrists
- Behind ears
- Base of throat
- Crook of elbow
- Behind knees
- Inside ankles

WHICH FRAGRANCE FAMILY DO YOU LOVE?

Women’s Fragrance Families Chart

Fragrance Type		Attributes
FLORAL:	Sheer	Light, translucent blend of floral notes
	Fruity Floral	Floral notes with added fresh or sweet fruit
	Floral Fruity	Fruity notes with added florals
	Creamy	Blend of floral, creamy notes.
ORIENTAL:	Sheer	Light blend of traditional oriental notes, often with a sparkling top note
	Chypre (she-pra)	Composition of woody and citrus accords balanced with the sweetness of traditional oriental notes.

Fragrances

HOW TO DECIDE - SAMPLE IT!

- Choose something you LOVE! Allow it to reinforce the feeling you're looking for... confidence, happiness, warmth
- Try it with fresh clean skin, with no other scents (good or bad)
- Do a test run—try it for at a couple days to make sure you love it
- Try on a tester strip, and check it after 2 hours
- Try it on your wrist so it can warm up to your body chemistry, and check it after 2 hours—max 2-4
- Need to have this—“aaah, oooh, eeh” reaction—*LOVE!*

HOW TO WEAR IT

- Lotion first! Then add fragrance. Fragrance rises, so start at the ankles!
 - 1– start at inside of the ankles
 - 2– move to back of KNEES or WRISTS or crook of ELBOW
 - 3– move to nape of NECK, or behind EARS or base of THROAT
 - 4– spritz it on your comb and then run it through your hair!
- Less is more!
- Oily skin requires a lesser amount and enhances longer
- Drier skin requires more, as its fragrance is reduced by the lack of oil
- Be kind to others at workplace or in closed areas—too strong or too much fragrance may cause headaches, allergies
- You should develop a “wardrobe of fragrance”—reflects the season, the mood, the occasion—choose at least 3 perfect scents, one for work, play, and dates
- Wear it according to the event:
 - 1- Work—strong and sophisticated at work
 - 2- Play—citrusy, light, & casual for play
 - 3- Evening, romantic dates—more sexy and sultry for dates
 - 4- First date would be different than your honeymoon date, of course!



- Belara® Eau de Parfum
- Creamy floral
- Top notes: San Joaquin Fig, Wild Bilberry, Opal Lotus Flower, Pittosporum Blossoms
- Middle notes: Star Gazer Lily, Southern Indian Tuberose, Snow Drop Flower, Chamomile Petal, Golden Acacia Blossoms
- Bottom notes: White Poplar Bark, Milky Sandalwood, Cotton Musk

- *She loves exuberance and beauty. It's more than a fragrance—it's a beautiful feeling! The Bella lady generally loves fragrances.*

For a lady who is balanced and stands confidently on her own. She wants a sheer, perfectly balanced fragrance.



- Bella Belara™ Eau de Parfum
- Floral Fruity
- Top notes: Mandarin, Strawberry Leaves, Nectarine, Apricot, Cassis
- Middle notes: Rose Petals, Freesia, Lily of the Valley, Ylang, Jasmine
- Bottom notes: Blonde Woods, Sandalwood, Vetiver, Moss, Tolu Balsam



- Journey® Eau de Parfum
- Sheer Floral
- Top notes: Ice Mint, Watercress and Water Lily
- Middle notes: Wild Freesia, Phlox, East Hampton Peony, White Sampaquita
- Bottom notes: English Heritage Rose, Apricot Musk and Beachwood

- *This lady realizes that life is a journey and should be enjoyed to the fullest!*



- *For the lady who is sentimental, loves giving gifts, and yearns to strengthen the emotional connections of her life.*

- The **fruity floral** fragrance has universal appeal, and is a joyful melody of sparkling and succulent top notes, heartfelt, feminine florals, and warm, comforting undertones
- The gift is like a “message in a bottle,” strengthening the emotional connection between the person giving the fragrance and the person receiving it.
- It’s a memorable way to say “I’m thinking of you” when it’s least expected, to celebrate a special event, or to say thank you to someone for everything they do.

- The keepsake charm is unexpected and can be attached to a bracelet, necklace zipper-pull or purse.

Underneath the top of the “gift-wrapped” carton is an area for a personalized message, bringing a unique and personal element to any gift-giving moment



- Velocity® Eau de Parfum
- **Fruity Floral**
- Top notes: Banana Flower, Green Jungle Orchid, Tart Mangosteen
- Middle notes: Dashing Clementine, White Azalea Petals, Aromadendron
- Bottom notes: Balsawood Tree Blossom, Blackberries, Sheer Woods

- *For the dashing lady who wants an exhilarating fragrance that bursts on the scene with her.*

Men's Fragrance Families Chart

Fragrance Type		Attributes
FOUGERE (fu-ghair):	Fresh	A blend of cool-warm notes of citrus and lavender balanced with fresh outdoor accords.
	Woody	Fresh and watery with woody undertones.
CHYPRE (she-pra):	Leathery	Composition of dry-smoky, woody notes.
ORIENTAL:	Ambery	A blend of ambers and wood with a hint of spicy and soft leathery notes.



- MK High Intensity™ Cologne Spray
- **Ambery Oriental**
- Top notes: Icy Black Fennel, Crushed Coffee Bean, Silver Sage
- Middle notes: Anise Seed, Black Tea, Violet Leaf, Dianthus
- Bottom notes: Amber, Royal King Wood, Vintage Suede Accord



- Domain® Cologne
- **Fresh Fougere (fu-ghair)**
- Top notes: Zesty Lime Tonic, Crisp Macintosh, White Grapefruit, Desert Sage, Tangerine, Cognac Grapes, Lavender
- Middle notes: Juniper Berry, Night-blooming Cactus, Bird of Paradise, Garden Basil, Tarragon, Ice Mint, Cypress Leaves, Green Bamboo Shoots
- Bottom notes: Cherry Firewood, Blonde Cedar, Pipe Tabac, Cistus Labdanum, Patchouli Wood, Palm Tree Wood, Black Vanilla Bean, Musk



- Velocity® for Him Cologne
- **Woody Fougere (fu-ghair)**
- Top notes: Mountain Air Accord, West Indian Mandarin Flower, Green Tomato Vine, Lime Mint
- Middle notes: Sassafras Stems, Boxwood, Cilantro Leaves
- Bottom notes: Linden Bark, Teakwood, Cedaramber

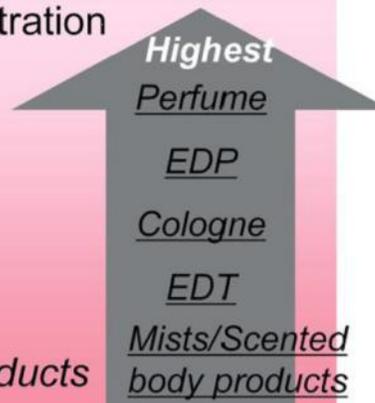


- Tribute® for Men Spray Cologne
- **Leathery Chypre (she-pra)**
- Top notes: Italian Bergamot, Lime, Lemon, Galbanum, Nutmeg, Clove, Cinnamon, Basil, Pineapple
- Middle notes: Lavender, Violet, Rose, Jasmine, Lily of the Valley, Clary Sage
- Bottom notes: Cedar Wood, Sandalwood, Patchouli, Moss, Musk

Fragrances & Aromatherapy

Level of Fragrance Concentration

- Perfume
- Eau de Parfum
- Cologne
- Eau de Toilette
- Mists/Scented body products



EAU-DE-TOILETTE

Eau de toilettes are classified with simpler descriptions

- *For spring's sparkle, **floral***
Forever Orchid (purples)



- *For summer's heat, **clean***
Simply Cotton (blues)



- *For autumn's chill, **warm***
Warm Amber (browns)



- *For winter's dryness, **juicy***
Exotic Passionfruit (berries & green))



LAYERING “How To” For beneficial aromatherapy & a longer lasting scent

Layer 1: Shower Gel and Sugar Scrub
—exfoliates, cleanses, smoothes the skin

In the shower, cleanse by candlelight, eyes closed, breathe deeply, keep eyes closed to relax

Layer 2: Nourishing Body Lotion
—refreshes, conditions, nourishes, and calms

second moisturizing layer goes everywhere and lengthens the wear time

Layer 3: Eau de Toilette
—lifts your spirits, neutralizes and traps odors

may use repeatedly during day—spritz chilled (from the frig) on hot skin for a “refreshing” lift, and you’re ready for a fun evening ahead

Fragrances

DECISIONS... today...

Will I choose eau de parfum or eau de toilette?

<i>Eau de parfum</i>	<i>Eau de toilette</i>
Little black dress	Flirty sundress
My go-to power suit	My go-to jeans
Classic string of pearls	Latest fashion accessory
My signature scent	Match my outfit or my mood