

## Chapter 1 : Montale "Aoud Lime" WMSL

*Fragrances of the World [Michael Edwards] on [www.nxgvision.com](http://www.nxgvision.com) \*FREE\* shipping on qualifying offers.*

Launching in , Montale is renown for the quality of raw materials used and the eastern and oriental cultures that have inspired the creation of over twenty oud wood fragrances alone. In I read an article about Arabian oud and its limited supply. At the time the scent of oud had an almost mythical quality to it. Articles like this surely paved the way for the exhaustive number of oud perfumes that made their way onto the fragrance market in the five years that followed. Pierre Montale gained 30 years of experience as a perfumer in the Middle East before returning to Europe and launching his own line of perfumes attributed to the precious woods of the east as well as attars of flowers and balsams. The simple aluminum bottles that carry the perfumes ensure the precious juice is protected from light. Purchasing a Montale fragrance is like deciding which flavour of chocolate you should buy. Oud presented twenty-four different ways, it takes some time and consideration to decide what flavour of oud you are in the mood for and think you will continue to be in the mood for the duration of the bottle. Created as eau de parfums, Montale fragrances have an intensity and longevity you would expect from both an EDP as well as something inspired by the Middle East. A friend of mine used to work for Emirates and any scent of rose and oud makes her feel like she is living back in Dubai. I purchased Aoud Lime because most oud perfumes I have smelled have a somber, heavy feel to them. Aoud Lime was a pleasant surprise. Cheerful and fun, immediately oud, I thought this was a unique scent I could see myself wanting to wear. I also love roses and am always looking for masculine rose scents. Linear in its design, Aoud Lime begins with notes of candied lime, Indian roses and saffron. Italian iris and oud from Pakistan balance the sweetness of the other raw materials. Sandalwood, amber and patchouli are the base notes. The lime is a little screechy and enhances the phenolic notes in the composition. I like this sterile hospital floor cleaner smell that contrasts the rich allure of precious wood and spice. Aoud Lime has an uncontainable silage and takes over every space into which it is introduced. Just as well it smells so amazing! I am conscious that most oud perfumes smell like money. Aoud Lime on the other hand has a bohemian side that is very attractive. It is modern, well travelled and creative and will suit a wearer who also shares these qualities. On workdays when I can dress down a little, I like to wear it. Loose fitting linen trousers, cotton shirt with sleeves rolled up, sneakers and lightweight cashmere scarf. Perfect for autumn and cooler months.

## Chapter 2 : Fragrance Finder, perfume finder - Fragrances of the World

*Fragrances of the World is the largest independent guide to fragrance classification. First published in by Michael Edwards in Sydney, Australia, the guide was originally named The Fragrance Manual before becoming Fragrances of the World in*

In the s, as a young product manager at the Beecham Group in London, I was part of a generation of marketing specialists who ran out of new active ingredients to talk about. Within months of each additive emerging from the research laboratories, competitors had matched it. Today, we know that it is one of our most complex senses. Yet, despite the advances, it remains the least understood. In , I attended a fragrance seminar organised by Firmenich, a leading fragrance house. I smelt a range of fragrances organised by their families: For the first time, fragrance made sense. It intrigued my senses and fired my imagination. Their classifications were not easy for a lay person to fully appreciate because within each family, the fragrances were classified by accord. That is perfumespeak for the foundation stone of any fragrance, a base or theme that results from blending together a few raw materials – two, three, four, maybe more - to create a new scented experience. It helped make sense of the jumble of fragrances. The names, Z and ? Most people think French perfumes are only made by French perfumers and American perfumes by American perfumers For me, those years in Paris were pivotal. I became fascinated with the work of the perfumers and had the fortune to get to know many of them personally. My interest in fragrance turned into a passion. And naturally, when one feels that strongly about something, one has the incentive to delve into it, boots and all. What made you decide to create the Fragrance Advisor? While working with Halston, I became intrigued by the problem people have in finding a fragrance that will suit them and the lack of advice. Fragrance advisors tend to push the fragrances they personally like. Our sense of smell is emotional, not logical. We are confident about the fragrances we like. Problem is, what I like will probably not be what you like. And so finding a new fragrance so often ended up being a frustrating experience. That was what prompted the idea of a fragrance guide. There was no guide available that made sense to people with little or no perfume or technical knowledge. In , I turned my idea into reality. Halston had lost control of his licences and retired, a hurt and bruised man. His company was sold and I decided to strike out on my own. I moved to Sydney to test market the first guide. The families were my starting point. Each family has a characteristic scent whose personality is reflected in its fragrances. People are always surprised to discover just how many fragrances they like actually belong to the same family. I developed the Fragrance Wheel to show at a glance the relationship between the different families. To the major groups of fragrances defined by perfumers – Floral, Oriental and Woody – I added a fourth, the Fresh notes. Modern perfumery has transformed what were once simply light eaux de cologne into real Citrus fragrances. The true Green fragrances and the Water fragrances are also included among the Fresh notes. The Fragrance Wheel To help people pinpoint their selection more accurately, the Fragrance Wheel breaks down the four major groups into 12 distinct families. Each family leads to the next. I simplified some of the family names to get away from perfume buzzwords: Soft Floral makes their scent more easily understood. The freshness of a Citrus Floral notes of lavender The spicy-sweetness of a Floral Oriental The amberly depth of an Oriental And the Mossy Woods warmth of sandalwood and oakmoss The family takes its name from a fragrance long since discontinued: Fragrances of the World , my new guidebook, puts 2, fragrances at your fingertips. It is also the only guide to classify the fragrances of the boutique perfumers: As the number of fragrances grew, so did the audience. Perfumers, evaluators and trainers now use Fragrances of the World as an encyclopaedic reference. Beauty writers refer to it and marketing professionals find the House Index a useful competitive reference. Now, to my delight, fragrance addicts are discovering my work. Harrods featured Fragrances of the World in their Christmas book catalogue. Say, if I had developed a fragrance. How would I go about getting it listed? What stages does the fragrance go through before it is listed? Simply e-mail or talk to me. The fragrance has to be of some significance or interest. Fragrances of the World is independent and impartial. Its publication is made possible by the thousands of stores and individuals that subscribe to each annual edition. To include a fragrance, I need a ml or 1-oz evaluation sample, its fragrance pyramid, the name of the perfumer who created

it and a colour photo of the bottle to scan into the image bank of the Fragrance Advisor CD-ROM. Do you personally smell everything in the guidebook? Yes and retain the bottles in a series of cool fridges. I evaluate each fragrance and check my classification with the house evaluator or perfumer. Do evaluators always agree with your initial classifications? Does that bother me? I am quite undefensive about my work. While I evaluate each fragrance on at least three separate occasions, my colleagues at the houses have lived through its evolution. Their knowledge and insight are exceptionally valuable so I take on board any comments or corrections they may care to make. When a fragrance is discontinued, how long is it before you remove it from the book? I tend not to delete prestige fragrances because stocks hang around in stores for years and because subscribers want to know the family to which they belonged. In fact, at the request of some subscribers, I have put back some long-gone fragrances like Deneuve , Clandestine , and Ruffles. Unless they are important, I remove mass-market fragrances two years after they have been discontinued worldwide. Bear in mind, though, that a house like Revlon may delete their fragrances in the States yet have a thriving business in Australia or the UK. Have you ever thought about including more detailed information about some of the more popular fragrances eg. Anything else you would like to mention about the book? Only to mention that *Fragrances of the World* is more than a professional reference. In my foreword, I said that "it is a fragrance map to a world of olfactory delights. I hope it will encourage people to be more adventurous and spontaneous with their fragrance wardrobe. Fragrances can be so much more than just pleasant accessories, "Perfumes are foods that reawaken the spirit," as it says in the Koran. A great perfume is a work of art. It is silent poetry, invisible body language. It can lift our days, enrich our nights and create the milestones of our memories. Fragrance is liquid emotion. Eau Sauvage for its miracle of balance. Jo Malone says that it smells of crisp sheets and money. The house is in brackets, followed by the perfumer.

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It can be difficult. You may feel that there can be no logic in your choice of perfumes because your sense of smell is so emotional, but the fragrances you most enjoy will probably belong to just one or two of the fourteen different fragrance families. Like most good things, it takes a little effort to find a new perfume that is just right. Start by understanding the difference between the fragrance families. Explore our Fragrance Wheel here. To see other fragrances in the same family, try our online Fragrance Finder here. Choosing a new fragrance How many different fragrances can I try at once? No more than three. Although you will find your sense of smell tires more quickly from similar fragrances than fragrances of very different character, you risk confusing your sense if you test more than three different scents at one time. Choosing a new fragrance How do the fragrance families help me choose the right perfume? Because our sense of smell is so emotional, we assume that fragrances are confusing, a jumble of different perfumes with no rhyme or reason. Once you know the families you especially like, the Fragrance Manual will show you which other fragrances fall into the same family. Choosing a new fragrance What is the correct way to try a fragrance? Apply a few drops or the lightest spray to your wrist or the back of your hand. Wait a few moments. Choosing a new fragrance question2 "No more than three on your skin. Any more and your nose is likely to become confused. Apply the first fragrance to one wrist and wait a few minutes. Apply the second to the other wrist and a third fragrance to the inside of the elbow. Better still, try the fragrances first on a blotter, take them home and then decide which one or two you want to try on your skin. When you sniff an open bottle, your nose inhales the sharp bite of alcohol and the volatile top notes. A fragrance needs your skin to come alive. It blooms as it reacts with the warmth of your body to create a fragrance that is unique to you. Test on blotting paper or a tissue. The Olfactive memory How does our sense of smell work? Odour molecules pass through the nasal passages to two tiny patches located behind the bridge of the nose. These patches are made up of millions of special olfactory or smelling sensors. The odour molecules dissolve in moisture and bind to tiny nerve hairs on the cells. Recent research has found that every cell is equipped with as many as a thousand different receptors, each designed to respond to a small group of different odours. These send messages about the odour to the limbic system, the part of the brain that governs moods and certain emotional responses. While the limbic system is largely devoted to smell, it also influences our hormonal, metabolic and stress responses and is the emotional centre for sexual desire, rage, fear and joy. The Olfactive memory How many different smells can I distinguish? Depending on your individual sense of smell, between 5, and 10, The Olfactive memory Is perfume an aphrodisiac? Scent can certainly make you feel sexier but there is no scientific evidence to suggest that fragrance is actually an aphrodisiac. Smell is obviously linked to our sexuality and some experts believe that hormones released from glands in the groin and armpit act as powerful sexual attractants in the way that pheromones released by animals do. The sense of confidence the right perfume can give, plus the attractive chemical cocktail it helps create, can certainly be a great turn-on. The Olfactive memory Why do we wear and love fragrance so much? Because it helps us feel good about ourselves and others. Recent psychological tests show that people who use fragrance regularly have a more positive attitude towards socialising and may be more socially skilled than those who seldom or never wear it. It was generally found that people who believe that others think they smell good have more confidence. The Olfactive memory Why do I love some fragrances and not others? Because we all are programmed to like certain smells and dislike others. Our response to odour and fragrance, say scientists, is partly learned and partly genetic. We are born with definite likes and dislikes, as well as sensitivity to certain smells. All this stored information determines whether or not we like a fragrance. The Olfactive memory Why does fragrance bring back memories and feelings of the past? Because smell triggers the associative memory of clusters of events and feelings. The closest we can come is to describe it in relative terms: Wearing and storing fragrance How can I make my fragrance last longer? Build up layers of scent on the skin by using different forms of the same fragrance - perfumed soap, bath oil or gel, body lotion or cream,

dusting powder and eau de toilette. Each reinforces the impact of the other to quadruple the life of your favourite scent. Wearing and storing fragrance How should I store my perfume? Keep your fragrances in a cool, dry place away from direct sunlight and heat sources such as radiators. Extreme heat or cold will upset the delicate balance of the oils and change their scent. Once a bottle of perfume is opened, use it. A spray lets in less air and evaporates slower than a bottle with a cap but even the finest essence fades with time. The best place for opened fragrance is in a closed drawer or wardrobe. Wearing and storing fragrance Where should I apply my perfume? Where the skin is especially warm and where there is good blood circulation. This is because heat helps diffuse and magnify the aroma of fragrance. Because fragrance rises, it should be applied to several pulse points - not just, for instance, at the base of the throat. Consider the small of your back and your navel. If you prefer to have your fragrance trail you, apply it at the nape of your neck - just on the hairline - the heat and movement will diffuse the fragrance. Wearing and storing fragrance Where are my pulse points? Below the ear lobes, not behind. At the base of the throat. And anywhere else you feel a heartbeat. Spray about 20cm away from your skin. An even spray over a wider area will help your fragrance last longer than a generous amount in a small area. Should you rub one wrist against the other to dry the fragrance? Wearing and storing fragrance Where else can I spray perfume, apart from my skin? Try the lightest spray through damp hair before you blow dry, or mist your hairbrush and comb with fragrance before use. Add a few drops of perfume to the water in a steam iron to lace clothes with fragrance, or rinse lingerie in scented water. If fragrance can make you feel so good, why not use its power? Wearing and storing fragrance Can I wear two fragrances at once? Preferably not because each perfume is a balanced, complete creation. Wearing and storing fragrance When perfumers talk of the diffusion of a perfume, what do they mean? Diffusion is the ability of a scent to reach out from your skin and surround you and others with its aura. The ability of a scent to travel through the air - its effusiveness - is the test of a great perfume. Wearing and storing fragrance How long will an opened bottle of perfume last? Depending on the fragrance, from six to 18 months, if stored correctly. Once a bottle of fragrance has been opened it should be used because all fragrance deteriorates with time: Wearing and storing fragrance Any more tips on travelling with fragrance? Pack a small spray instead. Another suggestion, pack any fragrance into your carry-on rather than in your suitcase because air pressure changes in the baggage compartment may cause sprays to leak. To most people, the words essentially mean the same, and you can safely use one or the other. You will find that usage varies from country to country: The fragrance industry tends to refer to the most concentrated form of a scent as perfume or parfum in contrast, say, to the less concentrated eau de toilette or cologne. Perfumers, on the other hand, use the word specifically to describe their fragrant creations, their perfumes. Perfume, parfum or extrait is the most concentrated, longest-lasting fragrance form with 12 to 30 per cent perfume oils. The newer Eau de Parfum or Esprit de Parfum interpretations are almost as concentrated as the traditional extracts, but the Parfum de Toilette or Eau de Toilette a Cologne, in the United States is a lighter strength, with a level of fragrance anywhere from 4 to 18 per cent. In Europe, the word Eau de Cologne describes a very light level of fragrance, only 1 to 3 per cent oil. Fragrance composition What is the difference between aftershave and cologne? Colognes or eaux de toilette are meant for your body, aftershaves for your face. Eaux de toilette or Colognes are blended with more fragrance - anywhere from 5 to 15 per cent essential oils - while aftershaves have a lighter scent, usually around 2 to 4 per cent, less alcohol 30 to 65 per cent and incorporate soothing emollients and calming antiseptics. Fragrance composition How is a new perfume created? How is a painting painted, a symphony composed? What is certain is that perfumers use their materials in much the same way as painters use their colours, musicians their notes.

### Chapter 4 : How many perfumes do you know? | PerfumersWorld

*the fragrances of the world finder Discover the latest fragrances from , and explore the enduring icons from each family. Experience the Michael Edwards Fragrance Finder, a simple yet powerful tool.*

### Chapter 5 : Fragrance questions and answers - Fragrances of the World

*Fragrances of the World is the only guide to match 2, women's and men's and in-between fragrances family by family. So no "Aigner pour Homme"? See where it falls on the fragrance wheel and turn to the Dry Woods - family.*

## Chapter 6 : FiFi Awards - Wikipedia

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## Chapter 7 : Fragrances of the World by Fragrances of the World - Issuu

*Fragrances of the World by Michael Edwards, the creator of the The Fragrance Wheel, is considered a reference for retailers, perfumers, perfume lovers and www.nxgvision.com book is updated yearly since (except ).*

## Chapter 8 : FRAGRANCES OF THE WORLD, INC. / Menendez Rosa

*A perfumer who creates perfumes, whose olfactory skill composes great fragrances, sublime harmonies whose notes haunt the imagination of men and women the world over. "To be a 'nose' is not anything mysterious," said the celebrated perfumer Edmond Roudnitska.*

## Chapter 9 : Fragrances of the World - Wikipedia

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