



Fragrance Buying Guide Quick Reference Handout

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Should I have a signature scent?

Signature scents are a great way to create an olfactory memory that gets associated with your presence. Fragrance wardrobes give you the ability to wear different scents for different seasons or situations. Both are great options for exploring your olfactory personality.

What are the four fragrance families?

For simplicity's sake, most perfume creators and lovers categorize fragrances into four different categories.

Warm and sweet fragrances – feel comforting and rich to the nose. This fragrance category often includes prominent notes of amber, vanilla, sandalwood, and cinnamon, with fragrances that leave a lingering sweetness on the skin.

Fruity and floral fragrances – tend to be lighter scents. These fragrances often feature notes that are powdery ("aldehydic,") fruity, or floral.

Fresh and clean – fragrances are especially popular for the warmer months. They are bright and easy to wear, with notes like citrus and grass. They might be described as fresh, aquatic, or green.

Woody and earthy – fragrances are the deepest fragrance category. They include creamy and aromatic notes like oud, amber resin, patchouli, cedar, pine, and vetiver.

Top notes, middle notes, and base notes

Notes are the individual smells that you can identify within a perfume or cologne.



1. The **top notes** of a fragrance are what you'll smell first. They're evident when you first apply your fragrance.
2. The **middle notes** of a fragrance will come next. They'll develop best after at least 20 minutes and are sometimes described as the fragrance's "heart notes," as they comprise the majority of the product's aroma.
3. The **base notes** of a fragrance are what will cling to your skin the most. They provide a rich, complex base on which the rest of the fragrance can shine.

What's the difference between an EdT, EdP, parfum, splash, and cologne?

- **Parfum:** 20-30% strength. Also called extrait or extract.
- **Eau de Parfum (EdP):** 15-20% strength. This is the most common strength for fragrances to be sold at. Expected to last 5-8 hours.
- **Eau de Toilette (EdT):** 5-15% strength. This is the second most common strength for fragrances to be sold at.
- **Eau de Cologne:** 2-5% strength.
- **Eau Fraiche:** 1-3% strength. Also called a splash.

Difference between men's and women's fragrances?

Colognes marketed toward men are likely to smell fresher, deeper, and stronger. Perfumes marketed toward women are likely to smell fruitier, sweeter, and more floral.

Designer, celebrity, and niche perfumes

There are beautifully crafted fragrances to be found in any market and at any price point.

Designer perfumes – created by fashion houses to appeal to a wide audience.

Celebrity perfumes – created by perfumers for celebrity brands.

Niche perfumes – created by brands that only make perfumes.

How to choose a fragrance with the help of a fragrance buying guide

- Start with the notes or fragrance category that you're looking for.
- Start with a fragrance you already know you like and look for a flanker.
- Search for fragrances designed by perfumers whose work you enjoy or by brands who you're familiar with.



How do I choose a fragrance as a gift?

1. Purchase based off what someone tells you they like.
2. Find a gift set of their most-loved scent.
3. Top up your recipient's signature scent if they're running low.