

HOW TO SPOT FAKE PERFUMES & COLOGNES

They have EXACTLY the same designers name, almost identical bottle, label, box and very similar fragrance! It's not easy to tell what is a Fake. Counterfeiters of perfume have become masters of their crime with the aid of modern digital imaging and printing techniques. They are capable of producing almost identical replicas of ALL the major leading perfume brands on the market today. As a consumer you may never really know, UNTIL you experience the actual fragrance which may be close to but not exactly as it should. You'll discover that the perfume does NOT last as long, perhaps as little as one hour instead of half a day or longer as is the case with original designer perfume. Counterfeiting is a huge problem globally, with millions of counterfeit goods being produced and sold every year. It is estimated that up to 10% of perfumes and toiletries in the market place are fakes.

HEALTH RISKS OF COUNTERFEIT FRAGRANCES: Counterfeit perfume do not undergo the usual safety standards that are applied to all cosmetics and toiletries around the world. When cheaper, inferior ingredients are used, these may cause allergic reactions in people with sensitive skin and could also stain garments.

BEWARE OF OLD STOCK and STALE PERFUME Perfume does deteriorate. The time period depends on temperature, light and length of storage. Sometimes when stores close down, they SELL OUT their old perfume stock. These typically end up in auctions, and discount shops/web sites at very cheap prices. Don't get caught out. Always make sure your supplier sells FRESH, not old stock.

20 Point Perfume Authenticity Checklist:

- 1) Confirm Reputable Source of Supply. Verify the delivery has come from a reputable seller.
- 2) Cellophane Wrapping. Check for overall quality - look and feel -thickness and clarity.
- 3) Cellophane Sealing. Check for signs of excessive glue and especially use of any sticky tape.
- 4) Outer Box. Check for overall quality of material used - thickness – colour- fold marks and edges.
- 5) Printing. Check for correct information printed on box. Size, Country of Origin, misspellings, logo, and trademarks. Check the style of printing – embossing if applicable.
- 6) Batch Number – Check for a number.
- 7) Inner Box. Check overall quality of material used - colour and size.
- 8) Bottle Shape. Check overall quality - height – width – basic shape and design.
- 9) Bottle Glass. Check overall quality – thickness - clarity – moulding marks – air bubbles within the glass.
- 10) Cap. Check size – colour – shape – moulding marks
- 11) Sprayer Head. Check overall quality – colour - smoothness and ease of operation.
- 12) Sprayer Inner Tube. Check quality - thickness, length and colour.
- 13) Main Bottle Label. Check quality of printing – size - positioning and look for embossing if applicable.
- 14) Bottom Label. Check quality of printing – size – correct information.
- 15) Bar Code. Check number, size and scanability
- 16) Fragrance Colour. Check for murkiness, floaties and consistency of colour.
- 17) Fragrance Oiliness. Check for excessive oily feel.
- 18) Fragrance Smell. Check for pungent or unusual fragrance notes.
- 19) Fragrance Lasting time. Test number of hours. Should last at least 2 to 3 hours+
- 20) Skin Reactions. Watch for itchininess, blemishes and rashes.

Sadly ebay is home to alot of sellers selling fragrances with Fake Brand names, Opened items Testers, watered down concoctions and coloured water (corny but true).

The majority of these fakes have been coming out of China (or Singapore) and other sellers posing to be UK sellers but really are located in Asia. These sellers are known for taking your money and running (no one can track them because there in another country) - There are also tons of them in the UK

Perfumes are officially obtained from the EU or the USA - NOT ASIA OR CHINA

It is pretty easy to spot out this scam - the same code applies to all other items being sold on the internet. Here are a few ways that you can spot them out,

1. The listing is from China or any asian country
2. They have many of the same listing over and over again with the same pictures from different sellers.
3. They have private feedback (they do this because of people leaving feedback about being scammed)

4. They have ridiculously low selling prices, if the 'perfume shop' is selling a fragrance for £30 and a seller is selling for £10 there must be a good reason
5. There is no returns policy
6. Don't be fooled by sellers being verified, a powerseller, and or having an about me page!
7. Nine times out of ten, the product is in the wrong category
8. If you are still not sure about the authenticity of a product, ask the sellers specific questions

I have had some experience buying products on ebay and selling in a retail store

I was once running low on stock of a particular fragrance and saw that a ebay seller was selling for less than my wholesaler, of course I thought 'great! I can save some money' so I bought 6 - the seller assured me that all was 100% genuine.....

When the package arrived I was shocked to find the item unsealed, the packaging had no serial or barcode, the fragrance didnt even smell of anything and the bottle was shaped differently - it was like coloured water and the seller never responded to a single email. I checked the product with my wholesaler - I was 100% fake!!!! I wasted £30.

Be careful when buying fragrances on ebay, make sure the seller can quote serial numbers and offer a returns policy

Fakes can look extremely convincing until you open the box. Fake fragrances often have different bottle shapes and the logos on the bottles are printed and often faded - or have areas missing. The colour of the fragrance can also be different

On top of that most sellers use stock photos so you cant see the bottle or packaging

Please just be safe on Ebay, check the products and use common sense