

How can I make my fragrance last longer?

A fragrance will last longer if you use the body products within its range along with the actual fragrance. Using the Bath and Shower Gel then the Body Lotion or Body Cream will all help to reinforce the fragrance and can mean that you don't need to top up with a spray during the day.

If you apply a fragrance to your pulse points also helps the fragrance to last longer. These are behind the ears, on the wrist and behind the knees if you feel so inclined.

How should a man wear a fragrance?

The strongest version of a fragrance for a man is usually an Eau de Toilette. This should NOT be sprayed directly onto the face but on the upper body and the arms.

After Shaves come in two versions, lotions and balms. The Lotion contains a small amount of alcohol and might sting; the Balm, which acts as a moisturiser, is ideal for those with sensitive skins.

How do I keep my fragrance from going off?

If you keep a bottle of fragrance unopened in a cool and dry condition, it will last a long time. However, once opened it will gradually change. To help it retain its scent, store the bottle out of direct sunlight, or in its original box.

Preserving perfume

Fragrance compounds in perfumes will degrade or break down if improperly stored in the presence of:

Heat

Light

Oxygen

Extraneous organic materials

Proper preservation of perfumes involve keeping them away from sources of heat and storing them where they will not be exposed to light. An opened bottle will keep its aroma intact for several years, as long as it is well stored. However the presence of oxygen in the head space of the bottle and environmental factors will in the long run alter the smell of the fragrance.

Perfumes are best preserved when kept in light-tight aluminium bottles or in their original packaging when not in use, and refrigerated at a relatively low temperatures between 3-7 degrees Celsius. Although it is difficult to completely remove oxygen from the head space of a stored flask of fragrance, opting for spray dispensers instead of rollers and "open" bottles will minimize oxygen exposure. Sprays also have the advantage of isolating fragrance inside a bottle and preventing it from mixing with dust, skin, and detritus, which will degrade and alter the quality of a perfume.

Fact-Did you know? 4,000-Year-Old Perfumes Found!!

Archaeologists have recently discovered the world's oldest perfumes in Pyrgos, Cyprus. The remaining traces of perfumes, dating back more than 4,000 years, were scented with extracts of lavender, bay, rosemary, pine or coriander and kept in small translucent alabaster bottles. Just as intriguing as the scents they found was where the archaeologists found them—a 43,000 square foot perfumery factory. There they found at least 60 distilling stills, mixing bowls, funnels and perfume bottles. The discoveries are on display at the Capitoline Museum in Rome. In addition, an Italian foundation has recreated four of the perfumes from residues found at the site.