



Expectations of Natural Perfumes and their lasting power

If you are new to the world of Natural perfumes you will be elated to find some of the most complex, fresh and desired blends that not only smell incredible, but can have a positive effect on your mind and mood.

With the positive aspects of Natural perfume, we are keen to manage the expectations of the lasting power of each scent on your skin.

Firstly a natural perfume is created to be a healthy, toxin free, alcohol free [to avoid skin dehydration and pigmentation to the 'spritzed area'] so it will not include all the nasties of synthetic perfumes that make it last for weeks [or months] on clothes. You know how you store jumpers after Winter, then pull them out the following winter, only to smell your old perfume still stuck to the fibres of the material.

This is called a fixative. It is the ingredient contained in synthetic perfumes to make it last longer, also known as phthalates, which is a chemical that help the scents last longer.

Fragrances commonly contain many different toxic ingredients to not only make scents last longer, but also to make the actual scent, called 'Fragrance'. 'Fragrance' Can Contain Virtually Anything. This ingredient is loaded with synthetic chemicals that have been linked to cancer, reproductive toxicity, neurotoxicity, respiratory problems allergies, and more.

With the growing demands for natural perfumes, the desire for an alcohol free perfume, called 'water Based perfume', you are having the purest and most natural form of scent possible. But with this you may find that your natural perfume does not last as long as your synthetic perfume did.

The lasting ability of natural perfume varies from person to person, from ingredient profile to where you spray it.

Perfumes with deeper, heavier notes, such as the woody profiles are known to last longer than the top note citrus or florals. Spraying a perfume on your skin before you dress or at the base of your neck under your hair will keep the scent much longer [up to 3-4 hours] The Heat of the body activates the oils and the hair or clothing will capture the scent.

Why cant I smell my own natural perfume, but others comment on how I smell?

It's called olfactory adaptation Olfactory fatigue is a sensory adaptation. It enables us to get used to smells so that our nervous systems don't become overloaded, and we can be ready to respond to new smells. Odorreceptors stop sending messages to the brain about a lingering odour after a few minutes and instead focus on novel smells.

Personally I top off my perfume every 3 hours to keep my fragrance lasting all day.