

# “How can I make my fragrance last longer?”

By using the technique the French call “layering.”  
As one layer of fragrance fades out, it is replaced by the next layer.



Layering is the application of several coats or layers to achieve a fuller, richer deeper effect. By using several fragrance forms on your body, each having an individual peak of maximum impact called the bliss point. We can easily create an enhanced fragrance aura that lasts throughout the day.

By using just one fragrance product, it is very difficult to achieve a beautiful fragrance level that is long lasting; but, by layering a fragrance and using different forms of it, there is a much more effective approach to achieving the optimal fragrance that is prettier and long lasting.

The Bliss Point is the point at which fragrance reaches its optimal level. The point when the fragrance base note has kicked in – the point at which it smells the prettiest, and if you going to layer your fragrance all of those products with which you layer arrive at the bliss points at different times during the day.

## Layering: Fragrance strength depends on the form of fragrance selected:

Perfume: Longest lasting & strongest form; contains highest concentration of essential oils (18-25%)

Toilette: Contains 10-15% concentration of essential oils.

Cologne: Lighter version, contains 7-12% concentration of essential oils. Should be applied throughout the day for continuous, all day fragrance.

Scented Bath Products: Soaps, powders, talc, lotions, & creams provide a hint of soft fragrance.

Key pulse points: Neck inside the elbows, behind the knees.

## Fragrance Facts



- Did you know that 90% of all women today use fragrances?
- Fragrances react uniquely to every woman's body chemistry.
- Most fragrances linger no more than a few hours, usually four.
- Fragrances can help change your mood.
- The fragrance market is \$6.5 billion! That's currently larger than the skin care & color market.
- We have a new approach to fragrance, so you can capture that part of the industry.
- Fragrance can make you feel sensual, sheik, important & confident, mysterious, sexy, & natural.
- Mary Kay spends up to 2 years to create each of our very special fragrances.
- There are 3000 materials a fragrance house may choose from to create a fragrance. It usually takes 75-200 different ingredients.
- Choosing a fragrance is a personal decision. Allow the guest to choose the scent that expresses her own individuality. It is important that you not steer her toward YOUR favorite fragrance. Let it be her choice. Suggest she only try 2 fragrances at a time. The fragrance she admires on someone else may not be as pleasing as when you try it on yourself. Our body chemistry may react differently to the fragrance.
- Aromatherapy is very different than Fragrance. They usually only have 2 to 3 ingredients that create an emotional felling that causes a physical reaction.
- Birth control pills and other medications can affect fragrance on the skin.
- Fragrances in cream or lotion formula are good for women whose fragrances never seem to last.

