

1440 Co. FRAGRANCE GUIDE



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“Nature in Every Note

Inspired by the earth’s purest elements, our fragrances capture the essence of nature and transform it into a sensory journey. Each scent is an experience—fresh, grounded, and deeply personal.”



**1440
CO.**
RELIVE YOUR SENSES

Welcome to the 1440 Co. Fragrance Guide

This guide is designed to help you better understand what perfumes and fragrances are, how they work, and how to use them effectively. Whether you're just starting your scent journey or looking to expand your collection, this guide will equip you with the basics and beyond.

At the same time, we'll introduce you to our wide range of thoughtfully crafted fragrances—from fresh and clean daytime scents to bold and sensual perfumes perfect for special occasions. Discover the perfect match for your mood, lifestyle, and personality—because at 1440 Co., there's a scent for every moment.



Fragrance Categories (Types)

These refer to the concentration of aromatic compounds, which affects strength and longevity.

Type	Oil Concentration	Longevity	Notes
Parfum (Extrait)	20–30%	8–12 hrs	Rich, long-lasting
Eau de Parfum (EDP)	15–20%	6–8 hrs	Balanced, popular
Eau de Toilette (EDT)	5–15%	4–6 hrs	Lighter, versatile
Eau de Cologne (EDC)	2–5%	2–4 hrs	Fresh, casual
Body Mist / Splash	<3%	1–2 hrs	Very light

Fragrance Families

Scents are grouped by their dominant characteristics. This helps narrow down what you may like.

Floral – Romantic, soft, feminine

Rose, jasmine, peony

Great for: Everyday wear, dates

Oriental / Amber – Warm, spicy, exotic

Vanilla, amber, incense, cinnamon

Great for: Evenings, colder months

Woody – Earthy, sophisticated

Sandalwood, cedar, vetiver

Great for: Fall/winter, professional settings

Fresh – Clean, bright

Citrus, green, aquatic notes

Great for: Summer, gym, daytime

Fougere – Aromatic, barbershop-like

Lavender, oakmoss, coumarin

Popular in men's fragrances

Contact Information:

If you have any inquiries or wish to explore our range of fragrances, please feel free to reach out to us:

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