



The Mr. Meadows Nose Guide to Wearing & Storing Fragrances



The background is black and features several decorative elements. In the top left, there are silver, metallic-looking leaves. In the top right, there are green fern-like plants. Scattered around the page are several small, clear glass perfume bottles with black caps, some of which are open. The word "Contents" is written in a large, white, serif font in the upper center.

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Storage

When you first receive your fragrance, you need to wait a full twenty-four hours before giving it a full wearing. Shipping often results in drastic changes in temperature and can alter the way the scent will wear on your skin.

Store your bottles in a climate controlled (nothing above 70F) space that does not receive any direct sunlight; this will ensure that your fragrances will last and maintain their structure. Proper storage of fragrances can give extraordinary shelf-life to them (we're talking 5-8 years and sometimes more).

Finally, DO NOT STORE YOUR FRAGRANCES IN THE BATHROOM!



Performance

The performance of your fragrance depends almost entirely on two factors: first, the concentration of the fragrance and second, personal skin chemistry.

Performance is usually assessed in a threefold manner: longevity, projection, and sillage.

Projection is how far the fragrance “pushes” from your skin into the air. Projection will vary according to the aroma-chemicals or natural oils used in the fragrance and its cooperation (or lack thereof) with your skin chemistry.

The only way to test this is when people remark about the way you smell or you ask people you know at what distance they can smell you. And finally, sillage is the “trail” that you leave when someone stands downwind from you.

FRAGRANCE CONCENTRATIONS



The fragrance industry has a standard measurement for concentration: (From lowest to highest concentration) Eau de Cologne (EDC), Eau de Toilette (EDT), Eau de Parfum (EDP), Parfum Extrait, and Voile de Parfum (VDP). Typically, the higher the concentration the longer the fragrance will last on your skin.



Improving Performance

If a fragrance has a weak concentration or your skin is quite dry or both, you may get quite poor performance. There are several ways to enhance the performance of fragrances.

First, some fragrance houses make soaps, shampoos, deodorants, etc. that have the same scent profile as your fragrance. Using these is an excellent way to improve performance.

Second, if you have dry skin or for some reason your skin absorbs your fragrance, you can use unscented lotion or a tiny amount of petroleum jelly on the places you will apply fragrance. Third, If you dare, you can spray your clothes. If the color of the fragrance is anything but clear, do not spray your clothes.

And finally, fragrance houses have released fragrances that are essentially one note and are aroma-chemicals that push other fragrance oils. Layering your fragrance with one of these will increase its performance, but this can be quite pricey.



Application

Depending on the strength of your fragrance, you should apply at least...

- one spray to each of your pulse points
- one to the back of your neck at the hairline
- one or two sprays on the front of the neck
- one for each wrist (unless covered by your shirt)

...This should give you a proper wearing of most fragrances.



Sampling Your Package

-Give your fragrances a “full wearing”.

When you receive your package make sure to follow the storage advice and wait a day before applying the first scent.

Your sample atomizers are not as powerful as those on full bottles of fragrance. Hence, you will still follow the application guidelines but add an additional spray to each application point and spray it three times on the back of one of your hands as a reference point throughout the day.

There are exceptions of course, and I will warn you in the description of the fragrance when they tend to wear heavier.



Sampling Your Package

Continued

Once you have applied the sprays let the fragrance dry a bit on your hand and place about 3 - 6 inches from your nose to smell the opening.

Most fragrances are powerful during this stage, but openings only last 5-20 minutes depending on oil concentration.

After one hour, smell your hand again and you will be smelling the drydown. The drydown is usually a combination of the middle and base notes of your fragrance and will be what you actually smell like for the life of the fragrance.

Finally, after five to seven hours smell your hand a final time and you should be getting the base notes alone. Since scents vary so widely, you will have some that disappear before the five hour mark and some that extend well beyond the seven hour mark. Make note of how your sample performs during the day.

After you have given your five decants full wearings, decide which one(s) you might like to purchase and send me your choice. I will link you to your choice of the lowest price or to the fragrance house that produces it or both. (I always recommend, if feasible, to buy directly from the fragrance houses).

