

Music In Fragrance

Nothing creates a signature style like fragrance. Choose from a collection of Mary Kay fragrances for women & men that range from romantic florals to energetic fruity scents to woody musks.

NOTES measure the performance of Fragrance. There are THREE levels to a Note:



Top Note

The **Top Note** is the very first impression one receives from fragrance, and it is the most identifiable. It evaporates but it never altogether disappears. Instead, it softens. The **Top Note** is the brightest note in a fragrance.



Middle Note

The **Middle Note** is the ♥ of the fragrance. As a fragrance begins to blend with your body chemistry (after about 10 minutes of applying), the essence of a fragrance reaches its deepest intensity.



Bottom Note

The **Bottom Note** is the final stage. A fragrance usually lasts 1 to 3 hours after application. This is when the fragrance is most harmonious, a point when all the notes have molded gently together.

Consultants: When selling fragrance, it's important to have an understanding of fragrance families to help you understand how your costumers choose their scents. It will help you determine which Mary Kay fragrance a customer might prefer.

There are 3000 materials a fragrance house may choose from to create a fragrance. Usually takes 75-200 different ingredients. Mary Kay may take up to 2 years to create our special fragrance.

Mary Kay Women's Fragrances



♥ The first is the floral fragrance family, which is the most popular today. There are **sheer floral** which contain a light translucent blend of floral notes.

Mary Kay® Journey® Eau de Parfum

Journey® is a light, translucent blend of sheer, floral notes. A sheer floral fragrance Life is yours to explore!



♥ Second are **fruity florals** family which include floral notes with added fresh or sweet fruit.

Velocity® Eau de Parfum

Fruity floral scent. The fragrance of Velocity® Eau de Parfum bursts onto the scene with something you won't find in any other fragrance – a top note of rare banana flower. Unique shape bottle leans so slightly. Claims to turn your worlds upside down!!



♥ Third is the **floral fruity** category. These have fruity notes with added florals.

Bella Belara® Eau de Parfum This floral fruity parfum captivates immediately. It's more than a fragrance – it's a beautiful feeling. A sister to Belara!



♥ The last fragrance type with in the floral family is **creamy**. It contains a blend of floral, and creamy notes.

Belara® Eau de Parfum It is in the creamy floral fragrance family. A perfectly balanced, sheer fragrance that fits the perfectly balanced woman



♥ The last family is oriental. **Fruity Floriental** is a joyful scent of floral notes accented with succulent fruits and warm comforting vanilla and woody notes.

Thinking of You® Eau de Parfum he fruity floriental fragrance has universal appeal, and feminine florals, and warm, comforting undertones. There's no time like the present to turn a moment into a memory. The keepsake charm is unexpected and can be attached to a bracelet, necklace zipper-pull or purse. A "message in a bottle," underneath the top of the "gift-wrapped" carton is an area for a personalized message, personal touch to any gift-giving moment. Tell a friend, I appreciate you. Celebrate a special event, or better yet, create a new one. Say thank you to someone for everything they do.

Women's Fragrance Families Chart

Fragrance Type		Attributes
FLORAL:	Sheer	Light, translucent blend of floral notes
	Fruity Floral	Floral notes with added fresh or sweet fruit
	Floral Fruity	Fruity notes with added florals
	Creamy	Blend of floral, creamy notes.
ORIENTAL:	Fruity Floriental	A joyful scent of feminine floral notes accented with succulent fruits and warm, comforting vanilla and woody notes.

Mary Kay Men's Fragrances



♥ The first family is fougere (fu-ghair). Have a blend of cool-warm notes of citrus & lavender balanced with fresh outdoor accords.

Mary Kay® Domain Cologne A contemporary blend of fresh outdoors notes fresh fougere (fu-ghair). Wrap him in the scent of hearth and home with Domain® Cologne.



♥ Woody fougere (fu-ghair) fresh & watery with woody undertones.

Velocity® Velocity For Him Cologne

Woody Fougere (fu-ghair). Velocity® for Him Cologne, an invigorating, fun-loving fragrance just for guys. This airy fragrance captures the freshness of mountain air and the crisp, clean scent of wooded forests.



♥ Next is the chypre fragrance family. The fragrance type has a composition of dry-smoky, woody undertones.

Mary Kay® Tribute Spray Cologne

A leathery Chypree (che-pra) A masculine blend of dry-smoky, wood scents. He loves denim jackets, overstuffed leather sofas – and you. A sporty, masculine blend.



♥ The last fragrance family for men's fragrances is oriental. The fragrance type with in this family is an ambery oriental. It has a blend of ambers and wood with a hint of spicy and soft leathery notes.

Mary Kay® MK High Intensity™ Cologne Spray

MK High Intensity™ Cologne Spray is an ambery oriental you'll find as irresistible as the man who wears it.

Men's Fragrance Families Chart

Fragrance Type		Attributes
FOUGERE (fu-ghair):	Fresh	A blend of cool-warm notes of citrus and lavender balanced with fresh outdoor accords.
	Woody	Fresh and watery with woody undertones.
CHYPRE (she-pra):	Leathery	Composition of dry-smoky, woody notes.
ORIENTAL:	Ambery	A blend of ambers and wood with a hint of spicy and soft leathery notes.

After sharing about each fragrance give guest the fragrance comparison chart. Before you share info below, ask if anyone is allergic to fragrance. Most likely someone will be. To demo fragrance, I have small spice jars & label with name of each fragrance. Place cotton inside each spice jar & spray fragrance. Pass coffee beans in between fragrances. I have full size fragrance on display to demo after my presentation.

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.

After you pass around fragrances, share fragrance facts on the handout. Show some of your holiday sets, sell your service 50 percent down and balance on delivery. Cash, check charge or free! Book a holiday show with me!

Fragrance strength depends on the form of fragrance selected:

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

Eau de Parfums: (oh-deh-parfoom) substantial version of fragrance with lower concentration of fragrance oil than perfume.

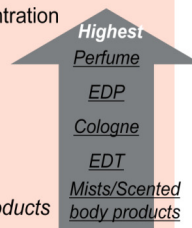
Eau de Toilette: (oh-de-talelte) Contains 10-15% concentration of essential oils.

Cologne: Lighter version, contains 7-12% concentration of essential oils.

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

Level of Fragrance Concentration

- Perfume
- Eau de Parfum
- Cologne
- Eau de Toilette
- Mists/Scented body products



How can I make my fragrance last longer?

Apply to key pulse points: Neck, wrist, inside the elbows, behind the knees.

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 layers to achieve a fuller, richer deeper effect.

Layering: By using just one fragrance product, may be difficult to achieve a fragrance level that is long lasting; but, by layering a fragrance and using different forms of it, will achieve a longer lasting fragrance. *Begin to layer your fragrance in the bath or shower. Same fragrance with a body scrub or sugar scrubs will add an additional layer. Moisturize with a layer of the fragrance lotion, after you towel off. Add a layer of perfumed body powder. Finish with a spray of your fragrance.*

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. As one layer fades another comes alive.

Created by Sales Director Vicki O'Bannon



Fragrance Type	Mary Kay® Fragrance	Other Fragrances in This Category
Sheer Floral	Journey® Eau de Parfum	L'Eau d'Issey Pleasures Cool Water
Fruity Floral	Velocity® Eau de Parfum	Clinique Happy J'Adore Be Delicious Gucci Envy Me Ralph
Floral Fruity	Bella Belara™ Eau de Parfum	Juicy Couture Pleasures Intense Romance Miracle
Creamy Floral	Belara® Eau de Parfum	Noa Fleur Glow Ralph Lauren Blue
Fruity Floriental	Thinking of You™ Eau de Parfum	Belong by Celine Dion Ted Lapidus Silk Way Victoria Secret Dream Angels Wish

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

Eau de Parfums (oh-deh-parfoom) substantial version of fragrance with lower concentration of fragrance oil than perfume.

Eau de Toilette (oh-de-talettte) contains 10-15% concentration of essential oils.

Cologne: Lighter version, contains 7-12% concentration of essential oils.

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

Mary Kay “Eau de Toilette” Collection



Every-day wearable scents (L to R)

- o Mary Kay® Forever Orchid™ (Floral)
- o Mary Kay® Warm Amber® (Warm Oriental)
- o Mary Kay® Simply Cotton® (Clean)
- o Mary Kay® Exotic Passionfruit® (Juicy)



Fragrance Type	Mary Kay® Fragrance	Other Fragrances in This Category
Fresh Fougere	Domain® Cologne Spray	Azzaro Cool Water Curve Eternity Pleasures Polo Sport Tommy
Woody Fougere	Velocity® for Him Cologne	Acqua de Gio Curve Crush Polo Blue Kenneth Cole Black
Leathery Chypre	Tribute® for Men Spray Cologne	Aramis Perry Ellis Michael Polo
Ambery Oriental	MK High Intensity™ Cologne Spray	Armani Code Burberry Brit for Men Stetson Old Spice

Fragrance Facts

- Did you know that 90% of all women today use fragrances?
- 75% annual fragrance sales are made in Nov. & Dec.
- The fragrance market is \$11 billion world wide! That's currently larger than the skin care & color market.
- 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. Usually takes 75-200 different ingredients.
- The fragrance you admire on someone else may not be as pleasing as when you try it on yourself. Our body chemistry may react differently to the fragrance. 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.
- Empty fragrance bottles work well as sachets.
- Birth control pills and other medications can affect fragrance on the skin.
- When your skin does not hold fragrances well, apply after bath while the skin is still moist. The moisture will help hold fragrance on the skin. Balms, cream or lotion formula work well for a women whose fragrances never seem to last.
- Dreams and memories create a fragrance!