

Scents & Sensibility

Creating A Mood

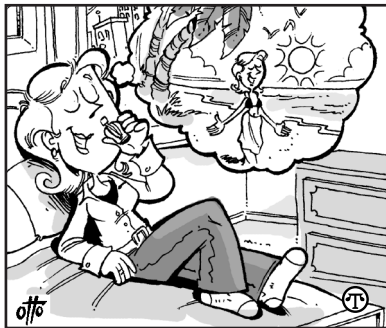
(NAPSA)—Scent can create or change a mood. You've probably experienced it yourself: A certain smell brings you back to a long-forgotten time or place.

The explanation for this is found in aromachology, or the psychology of scent. Aromachology is the study of the influence of smells on behavior, and it is the science behind the use of specific essential oils to enhance our psychological well-being. Aromachology can also promote the recovery of the body and mind and support hormonal and immune functions.

Other benefits of scent include relaxation, reduction of stress, improvement of work performance, elevation of moods, reduction in depression, stimulation of memory and alertness, and enhancement of self-image and sexuality.

Psychologists rely on aroma to retrieve forgotten memories, since our olfactory sense (sense of smell), is the strongest memory trigger we have. We can use aromas to improve our everyday life, and one aroma could, in fact, have several benefits.

For example, vanilla is a relaxant and can reduce stress. Rosewood, an anti-depressant, has mood-enhancement properties. Lavender, which is calming, can reduce stress and enhance mood.



Scents can be used to induce relaxation and make life more pleasant.

Since aromachology is the premise on which all fragrances are based, it makes sense to shop for fragrance very carefully and to do so in an environment that encourages trial and contemplation. Perfumania, America's leading perfume chain, offers fragrance consultants who are trained to provide customers with personalized service and expert advice on all the scents they sell. You could find all of today's most popular fragrances such as Bijan Style and Michael Jordan, as well as the classics and hard-to-find perfumes at a discount price.

Perfumania and Perfumania.com not only sell designer fragrances but also cosmetics, bath and body accessories, and skin products for men, women and children.