

# Passionate About Scents

## Remembering Perfume's Grand Dame

(NAPSA)—The scents that put America on the path of its first female perfumer are now clearly marked, thanks to one woman's dedication in preserving our fragrance heritage.

For as long as Lisa Lewis-Manrique can remember, Florence Gunnarson's Perfumed Bathing



Lisa Lewis-Manrique

Oils have been a part of her life. From an early age, Lewis-Manrique fondly remembers her mother scenting her baths with Florence's No. 67 Bath Oil. "It is the one true constant in my life. No matter where I ventured, Florence's Bath Oil was always with me."

Born in Chicago, in the early 1900s, Florence Gunnarson spent much of her life traveling to exotic places. She collected perfume bottles during her travels and became passionate about scents. She studied books about perfume making and ventured to Grasse, France to learn the intricate skills of the French perfumist. Her goal was to create perfumes that would transport you to a place she had been—Destination fragrances—the flower fields of France, the Asian spice markets, the Scandinavian forest. Selling initially to her circle of wealthy friends, word quickly spread throughout Chicago and the U.S. about her beautiful perfumes and collection of perfumed bathing oils that were luxurious alternatives to traditional soap.

### A Cult Item

Florence's Perfumed Bath & Shower Oils soon became a cult item, so coveted that up until the 1970s you could only purchase them if you were privy to her pri-



**The story of Florence Gunnarson, who created a collection of perfumed bathing oils, is rich in history and beautiful scents.**

vate phone number. Celebrities and socialites, including Zsa Zsa and Eva Gabor, Betty Ford, Carlotta Kirkeby and Dyan Cannon clamored for her fragrances.

### A Treasure Recovered

When Lewis-Manrique acquired the company, she had no idea of the treasure she was about to unearth. "Slowly she began sorting through box after box of Florence's formula's—No. 67 was not simply a 'recipe card,' it was a fully bound manuscript with over 300 ingredients—and customer appreciation letters. She then went to meet Florence Gunnarson who was 92 years old to hear her amazing story firsthand. It soon became apparent that more was here than Lewis-Manrique ever dreamed."

"It started out so innocently, with my desire just to own the No. 67 formula. I promised Florence that I would infuse the company with the same pride and passion that she herself did," says Lewis-Manrique.

More information about Gunnarson's perfumes, which are available in specialty stores is available at [www.florencegunnarson.com](http://www.florencegunnarson.com).