

Scents & Suitability

The Basics Of Choosing The Right Fragrance

by Stéphanie Royo

(NAPSA)—Dabbing perfume on the inside of your wrist...switching to a seasonal scent? Fragrance faux pas or facts? Here are some common questions about fragrance, along with the recommended do's and don't's.

How should you choose a fragrance?



Royo

First, never test more than two scents at a time to avoid overload! Next, give a fragrance time to unfold. The top note,

heart and bottom note will each surface as it dries down on your skin. So let the scent linger and develop for at least an hour. But remember, fragrances are delicate; never rub after you spray because it will ruin the composition of the fragrance.

Where should you apply fragrance?

The myth of dabbing fragrance only on your pulse points is just that—a myth. If a fragrance is only applied to the neck, wrists or behind the ears, the scent will rise and disappear. It is important to apply a fragrance all over the body to ensure the scent lasts. Believe it or not, clean hair also holds fragrance well, and oily skin holds a fragrance longer than dry skin.

What are the hot fragrances this season?

Be a heartbreaker this season—be daring. Lighter scents are

best, but not too light. Look for perfumes that have sheer top notes like mandarin and black currant and then rich undertones of vanilla and jasmine and base notes of white musks. You want a bold fragrance that is still fresh and not too heavy. My favorite is Azzura by Azzaro; it has the perfect mix of sparkling notes with sultry undertones.

Why do some fragrances seem to change from person to person?

Everyone has a unique body chemistry and a perfume reacts individually based on your genes and the overall pH balance of your skin, giving you your own unique scent.

How long will a fragrance last on the skin?

Fragrances are designed to linger about four hours; you should expect to reapply twice a day.

What is the shelf life of a fragrance?

About three years from when it was bottled. To ensure freshness, store your bottle in a dry place that is out of direct sunlight and make sure it is not subjected to extreme temperatures. Colognes and eaux de toilette may be kept in the refrigerator in order to maintain their freshness.

For more information on Azzura, visit select department stores nationwide.

Stéphanie Royo is a fragrance expert from the Clarins Fragrance Group, a leading distributor of fragrances for men and women.