

[head] Soul scents

Forget a bacon sarnie, cuppa and Netflix binge. For me, nothing allays a hangover (the needy, anxiety-ridden, 'someone stroke my hair now' kind) better than a deep breath of Daisy.

I'm talking about the Marc Jacobs 'best-seller list' mainstay. A perfume that, to many people, shouts 'teen queen stereotype.'

I first encountered the fragrance at 16 when my mum would hurriedly spritz it on as she left for work - the scent alone came to have an alarm clock-like effect on me.

But it wasn't just the juice I loved (gardenia, musk and jasmine are sooo chic, right?) I swooned over the petal lid adorning Mum's dressing table.

When she bought me my own bottle a couple of years later, it really upped its precious points. It was the perfume I wore when I started seeing my boyfriend so became the ultimate cossetting scent - a comforting blend of both people. Part heady winter romance, part snuggling on the sofa with the Sunday papers.

I savoured it when I moved away to uni that same year - using it, not as a pamper product, but an antidote. A fix - inhaling it whenever I needed a hit of

'home.' Even the bottle, a perma-product in Mum's bedroom, sparked a feeling of familiarity - like looking at a picture that hung in your childhood home.

Now I still reach for Daisy when I crave reassurance. I've stashed it in my handbag on the way to job interviews and relied on its soothing super-powers at funerals. Once (after a stressful day in the office involving breaking beauty news stories and Kim K's new hair colour) I found myself hotfooting it to the nearest Boots for a steadying sniff.

It's as high on my 'ahhh' scale as hearing Bob Marley coo, 'Every little thing is going to be alright.'

My security scent. An olfactory comfort blanket.

In a bid to find out if others have the same dependence on a fragrance, I spoke to some of the beauty biz's biggest names. The upshot? Even women who discover new perfumes daily rely on a soothing scent:

*Anna-Marie Solowij, co-founder of BeautyMART and former British Vogue beauty director*

'I discovered **Aveda Love Oil** in the 90s on a shoot in Los Angeles. The trip had it all - a film-star cast; an earthquake; a car crash and a wrap party with Liam Neeson. It was stressful but I recall the scent of Love Oil throughout. I

doused my wrists with it on the flight home and slept for the entire journey.

Knock out drops or what? I still grab it now - before difficult meetings, when I need invisible armour.'

*Josephine Fairley, co-founder of The Perfume Society*

'I only discovered **Viktor & Rolf Flowerbomb** last year - slapped-wrists to me but I'd been a teensy bit snobbish about wearing such a "blockbuster."

Whenever I want to feel warm and "wrapped up", enveloped almost, I spritz it on. It's sweet, it's snuggly, it's very feminine and it sort of soothes me in the way a hot water bottle does!'

*Lorna McKay, co-founder of The Perfume Society*

'I wore **Jean Paul Gaultier Classique** at the time I had my daughter in 1996 and the brand sent her a teddy. On her 18<sup>th</sup> birthday, I gave her the "modernised" version, made more contemporary by Francis Kurkdjian, and it's still her chosen scent. It stirs fabulous memories and has such a generational connection - a great cocooning smell for me!'

[sub-head] If you're yet to find your comfort scent...

Look for blends featuring vanilla. The fragrance has a real pacifying effect and it's not just down to feel-good flashbacks of childhood baking sessions or birthdays. Science boffins at Germany's Tübingen University discovered the

aroma calms humans *and* animals - proof there's something more powerful behind it.

Or reach for a jasmine-packed perfume - it's often championed as a scent of seduction but if a 2010 study is anything to go by, the note should be our go-to for nervy moments as well. Scientists at Ruhr University, also in Germany, found the flower's fragrance to be 'as soothing as valium,' causing mice to sit quietly in a corner. Incredible, eh?

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