



Long hot days call for a light and simple fragrance, so take a flick through our perfume special to help find your sunny-day spritz

# SCENTS of summer

Updating your fragrance can be daunting, especially as over 1,600 new bottles hit shelves last year alone. Where do you start? Do you know your EDT from your EDP? What is a gourmand smell and do you need it? Should you wear perfume to the beach? Take a breath, it's OK, with our easy-to-follow guide you'll soon be sniffing like a pro...

## Fragrance FAQs

**Q Why can't I smell my perfume after a while?**

'Your nose quickly gets acclimatised to smells,' says Lorna McKay, co-founder of The Perfume Society. But just because you can't smell it, doesn't mean others can't, so resist the urge for top-up spritzes every 15 minutes. If you want to sniff your scent for longer, try layering it over an unscented body cream like Vaseline Intensive Care Advanced Repair Body Lotion, £3.29. 'The moisturising ingredients - aka emollients - will help your perfume last longer,' says Lorna.

**Q Why do scents bring back memories?**

They really do, don't they? And it's down to some good ol' fashioned science. Smells travel up through your nose via a nerve to the 'olfactory bulb' in your brain. This sits on the emotional side of your brain where it can access memories, so that's why particular smells - not just perfumes - can transport you back in time and spark a sense of nostalgia. So, now you know.

**Q Where's the best place to store it?**

'Heat and light are a perfume's enemy and can change the smell of it,' says Lorna McKay. Always keep it away from warm areas, like your bathroom cabinet, and make sure you store it out of direct sunlight, too. 'The ideal place to keep it is in its original box, in a drawer, in a cool room,' she says. In summer, you could even pop it in the fridge - it makes for a refreshing spritz and will be kept cool and dark all day.

**Q People talk about top, middle and base notes - what does it mean?**

When making a scent, perfumers think in terms of layers. The top notes are what you initially smell in the first 10-15 minutes. They are generally the citrus notes and are also the ones that evaporate the fastest. The middle or 'heart' notes of a fragrance then take over and these are the ingredients that you smell over the next two to three hours. And the base notes or 'drydown' last the longest. These tend to be woods, musks and vanilla as these smells go the distance.

**43%**  
SAY THAT SCENT IS THE FIRST THING THEY NOTICE WHEN THEY MEET SOMEONE NEW

**Q Why does my friend's scent smell completely different on me?**

The pH balance of your skin affects the way a scent smells - and this differs in every person. It's also affected by any foods you've just eaten, medication you might be taking and a host of other factors, so you should always test a perfume on your skin, never just buy it because you like how it smells on other people.

**Q What should I look out for if I have sensitive skin?**

It can be tricky, especially if you have conditions such as eczema. Look for ones that are based on natural oils and free from synthetic ingredients. Also try perfumed hair mists as they don't come into contact with your skin. Lots of big name brands like Dior, Burberry and Chanel do them - and they're cheaper than their regular scents.

**Q Can I wear perfume to the beach?**

As a rule of thumb, you shouldn't spritz your scent before you sunbathe. This is because a lot of perfumes contain alcohol or essential oils, which are photosensitive - meaning they react to the sun and can cause you to break out in a rash or, in some cases, to develop brown sunspots, so go fragrance free on the beach. However, to go au naturel then we recommend Shiseido Expert Sun Aging Protection Lotion SPF50, £36, which has a lovely floral scent

**Q What's the difference between an EDP and an EDT?**

An EDP (eau de parfum) has a higher concentration of the fragrance oils, making the scent stronger. This means they're usually more expensive than an EDT (eau de toilette), but you only need a very small amount of eau de parfum pressed on your pulse points - so you get your money's worth.

## SHOPPING FOR SCENTS

\* **DO** tell the sales assistant which perfumes you like to wear, so that they can suggest others in that fragrance family.

\* **DON'T** feel pressured to buy straight away - a fragrance develops over time, so test a few, then have a look around the shops to let them develop before you decide.

\* **DO** smell the inside of your elbow if you feel like you're starting to muddle them all together, this will clear your nose.

\* **DON'T** spray them all on your skin - test on blotters and only try your top three on your skin, in different areas, of course.

Turn the page... AND DISCOVER YOUR PERFECT SUMMER SWAPS

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**WOODY**

If woody scents like Frederic Malle Vetiver Extraordinaire, £165, are a one-off treat, you'll love the more purse-friendly Roberto Cavalli Paradiso EDP, £37. After the initial burst of bergamot and mandarin, you'll be treated to jasmine, then woody whispers of cypress, pine and pink laurel follow.

**FRUITY**

Give Miller Harris Coeur de Jardin EDP, £65, a whirl if fruity floral fragrances like Marc Jacobs Daisy EDT, from £52, usually get your vote. Punchy opening scents of lemon and bergamot soon give way to a beautiful blend of Turkish rose, jasmine and tuberose that you'll love.

**CITRUS**

Can't get enough of citrusy scents like Jo Malone Grapefruit Cologne, from £40? Then try Guerlain Aqua Allegoria Teazzurra EDT, £40.50, with its invigorating mix of bergamot, lemon, yuzu and grapefruit. The middle note of green tea is a popular pick in perfumes right now, so you'll also be bang on trend.

**FLORAL**

Flowery fragrance fans - that's you if you count Chanel No 5 EDP, from £67.50, as your cult classic - will appreciate Cartier La Panthère EDP Légère, from £67. It has a beautiful bouquet of gardenia and tiara flower notes, but the warm musk base makes it a sexy scent after dark, too.

**GOURMAND**

If you go mad for rich scents like YSL Black Opium EDP, from £45, then we suggest you check out Thierry Mugler Angel Eau Sucrée EDT, £42. The delicious cocktail of red berry sorbet, caramelised meringue and vanilla will have you drooling.

**FRESH**

Do you like your scents clean like Dior Diorissimo EDT, from £54.50? If so, you'll be drawn to Calvin Klein Eternity Summer, £40, which is pegged as a watery floral number. The combination of green pear, watermelon, peony, water lily and hyacinth is refreshing, light and lovely.



SWAP FOR THIS



SWAP FOR THIS



SWAP FOR THIS



SWAP FOR THIS



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