

# A Promise in a Bottle

▲ Supermodel Christie Brinkley helps launch a new perfume which, she says, "celebrates real life rather than fantasy."

"Perfume," says expert perfumer Sophia Grojsman, "is a promise in a bottle." That promise might be reflected in a perfume's name: *Joy*, *Pleasures*, or *Beautiful*, for example. Millions of dollars are spent on the marketing of a perfume, trying to get customers to connect luxury, attraction, or attitude to a fragrance.



▲ A young girl enjoys the smell of an Easter lily. Aromas such as flower scents have a powerful effect on our emotions and memory.

Even without all the marketing, fragrance has power over our thoughts and emotions. Some scientists insist that memory and smell are especially closely linked. Certain aromas have the power to call up deep memories. Perfume makers are aware of this and use aromas that can touch us deeply.

## The Power of Aromas

Of every ten new perfumes put on the market, perhaps only one will succeed. It's risky to try, as a company introducing a new fragrance can easily run through a budget of 20 million dollars. Profits, however, can be very high. One successful fragrance, *CK One* from designer Calvin Klein, made 250 million dollars in its first year.

In the perfume world, an essence is a material with its own special aroma. Some are natural, derived from flowers, plants, or wood, for example. Others are synthetic[1] copies of rare or difficult-to-obtain essences. According to perfume authority Harry Frémont, a good fragrance "is a balance between naturals and synthetics. Naturals give richness and roundness; synthetics, backbone and sparkle."



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