

THE ART AND SCIENCE OF A GENT

Perfume

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Perfume: The Art and Science of Scent



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Covers every element of creating and advertising perfume, from the flower fields in a variety of countries to department stores in Paris and New York



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I still found it to have useful info and the images are gorgeous Although this reserve is a bit dated, I still found it to have useful information and the pictures are gorgeous! I bought a used copy and I'm really happy with the like new condition. I honestly didn't think that I'd be reading the complete text of this book but just a general going-over and a look at all of the gorgeous photos, but she really pulled me in with her writing! Five Stars Good product, clean and prompt delivery. Coffee table book This is more of a coffee table book than what I was hoping for with "Technology" in the title. It really is a pretty book though. Five Stars Breathtaking in every way! If you want to learn about the "perfume" business, this book isn't about essential oil instruction.) as well as what all of the different types like animalic, chypres, florals, orientals, etc. A good insight in to the "Art" involved in the Perfume business....Great book and superb pictures for the just want-to-know person. BLESSINGS in HIM! Perfect Excellent! Like new.. Beautiful and Informative This book gave a fascinating history and summary of the use and creation of perfumes. Everything seemed to have began when Romans wore perfume-soaked garments and sneakers while Egyptians placed perfumed unguents in their hair to make a gradually diffused scent that encircled them.From Catherine de Medici in the 16th century to Coty to Coco Chanel, there's been a connection between fashion and fragrance. Really put into my appreciation of perfume and fragrances.We learned that to end up being called "perfume", there should be an oil concentration of 22% or even more. Eau de parfum has a 15-22% essential oil focus while eau de toilette has 8-15% focus of essential oil. Cologne has less than 5%. Petals must also end up being quickly picked as the quantity of essential oil that they yield diminishes as your day will go on. That is particularly beneficial when collecting the scent of a rare plant or when it's desirable to leave the plant in its natural environment...and its formula is 12 web pages long! She is so descriptive and I cherished the stories she informed of the people she fulfilled who shared their tales with her about how exactly much the scent of someone you care about offers impacted them still today. There are only about 400 perfumers in the world and their training may take 10-15 years.One reason perfume can be so expensive is the amount of an ingredient needed to yield what the perfumers use. For instance, two tons of rose petals are had a need to yield just one single pound of rose essential oil!The average fragrance has 60-100 ingredients and complex ones can have 300.. There are devices that vacuum up the molecules of a scent and then run them through devices that distinct the fragrance into chemical substance components and identify them.. Specifically interesting was the section on the initiatives of scent designers to discover a new flower that could be used in perfume, and how they in fact capture the scent molecules in the torrential rain forest to take back to the laboratory to duplicate the scent. The accompanying photos are lovely and present the reader an extra level of understanding. Feeds your perfume wishes! This is a remarkable book, filled up with well researched information I've not heard before. Photos are beautiful and the writing is wonderful. I discovered so very much about perfume and the sector, and the main element words people use in the industry (and perfume hobbyists! During this time, the perfume bottle offers evolved from a simple container to sculpture, frequently giving identity to a scent.An extremely informative and beautiful book. Anyone who wants perfume will enjoy this. Lately, I am rediscovering the pleasures of fragrances, and was therefore content I picked this book up. As explained.. Great book for the budding natural perfumer or anyone that likes perfumes!The perfumer will need to have a vast understanding of raw materials and also of chemistry. This covers the creation, advancement and marketing of perfume, including insider info...I found the reason of "headspace technology" extremely interesting. Estee Lauder's "Gorgeous" has 700 ingredients, which really is a record. I picked this up from the library but

that is well worth buying for me.



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