

THE PERFECT FRAGRANCE CONSULTATION

Smell is a powerful emotive sense, play on it. To enhance the experience in your salon, you will receive a premium display with fragrances, paper strips and product mock-ups to have tangible assets to show to your customers.

Here are some helpful tips for the fragrance consultation.

- Non-trained noses can only retain 3-4 fragrances: ensure they smell the 3 fragrances properly once, then quickly shift between the fragrances several times
- The base can take 15-30 minutes to develop after application
- Use something without alcohol like fresh air, a handkerchief or your own skin if non-perfumed, to cleanse your nose between scents
- Even if our fragrance spray formulas are normally skin compatible, we recommend to only use the strips for smelling the fragrances
- Bend the part of the strip soaked with the fragrance to avoid it touching the table and altering the fragrance



Scents are split into three distinct elements: top notes, heart notes and base notes and that work together to create one beautiful fragrance.



Top Notes

The top notes, also known as opening notes or head notes, are the lightest of all the notes, meaning they are the first to come to the front, but also the first to fade, lasting approximately 20 minutes. Typical top notes include citrus elements, light fruits and fresh herbs.

Heart Notes

As their name suggests, heart notes, otherwise known as middle notes, lie at the heart of the fragrance. This scent layer makes up approximately 40-80% of the final fragrance and lasts approximately 3-4 hours. Scents such as cinnamon, rose, ylang ylang, lemongrass and neroli are all common and recognised heart notes.

Base Notes

Base notes will start to shine through once the top notes have completely evaporated. They will blend with the heart notes to deepen the complexity of the fragrance. Alone, base notes make up 10-25% of the final fragrance and last approximately 24 hours. Common base notes are rich and smooth and include cedarwood, sandalwood, vanilla, patchouli and musk.



OUR FRAGRANCE SIGNATURES

A fragrance can be selected for each product except the colour mask which has its own fragrance.

Fruity
Top

Floral
Heart

Woody
Base



BLOSSOM

Subtle fruity citrus notes meets elegant floral notes to create this romantic scent, with notes of bergamot, rose, iris and hawthorn, and a soft cedarwoody finish.

SPRING

Vibrant mandarin and watermelon notes combined with fresh floral, minty notes and a gentle base of woody musky notes, for a bright and lively scent.



Citrus
Top

Floral
Heart

Musk
Base

Soft Fruit
Top

Floral
Heart

Vanilla
Base



COCOON

Velvety summer fruit and fresh almond notes lead into light floral notes, with a scent of white peach, vanilla, and a woody base, for a soft and velvety scent.

COLOUR MASK FRAGRANCE

The Colour Mask has its own fragrance signature: with an apple blossom note lying on a radiant bed of musks & patchouli notes and surrounded by a scent of white flowers and warm amber.



Fruity Greens
Top

Floral
Heart

Woody
Base

Together. A passion for hair.

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