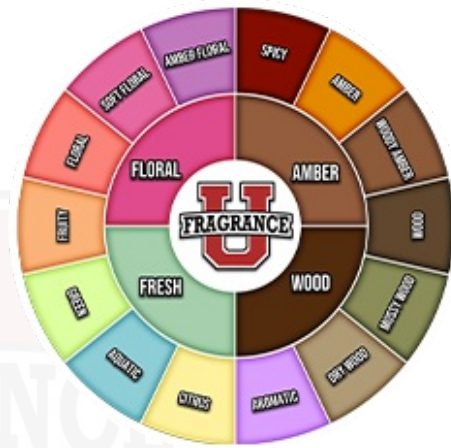


FRAGRANCE WHEEL

Here is our in-house fragrance wheel. Within it, fragrance families are arranged in a circle according to their relation to each other. In the middle of the wheel are the four most basic families: floral, amber, woody, and fresh. Along the outside, these families are broken up further based on specific differences that sets them apart within said family. Amber and wood fragrances are aligned next to each other on the wheel because they feature many similarities in scent; this is due to the notes both families share.

Likewise, the aquatic family is placed next to the green family. Some fall between two of the larger categories, such as fruity fragrances which share characteristics from both the fresh and floral family. Some fragrance wheels break these families down even more with each category separated by the most of minute differences in notes. Fragrance wheels allow us to understand scent relationships and how to utilize different families to create a whole line of diverse products that tell a story through scent. If you're unsure where to start when fragancing your products, try to atleast one scent from each of the broadest families. From there you can explore the intricacies of each family to cultivate a varied selection for your customers.



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