



Fragrance Type	Mary Kay® Fragrance	Other Fragrances in This Category
Sheer Floral	Journey® Eau de Parfum	L'Eau d'Issey Pleasures Cool Water
Fruity Floral	Velocity® Eau de Parfum	Clinique Happy J'Adore Be Delicious Gucci Envy Me Ralph
Floral Fruity	Bella Belara™ Eau de Parfum	Juicy Couture Pleasures Intense Romance Miracle
Creamy Floral	Belara® Eau de Parfum	Noa Fleur Glow Ralph Lauren Blue
Fruity Floriental	Thinking of You™ Eau de Parfum	Belong by Celine Dion Ted Lapidus Silk Way Victoria Secret Dream Angels Wish

Perfume: Longest lasting & strongest form; contains highest concentration of essential oils (18-25%)

Eau de Parfums (oh-deh-parfoom) substantial version of fragrance with lower concentration of fragrance oil than perfume.

Eau de Toilette (oh-de-taleltte) contains 10-15% concentration of essential oils.

Cologne: Lighter version, contains 7-12% concentration of essential oils.

Scented Bath Products: Body wash, scrubs, powders, talc, lotions, & creams provide a hint of soft fragrance.

Mary Kay "Eau de Toilette" Collection



Every-day wearable scents (L to R)

- o Mary Kay® Forever Orchid™ (Floral)
- o Mary Kay® Warm Amber® (Warm Oriental)
- o Mary Kay® Simply Cotton® (Clean)
- o Mary Kay® Exotic Passionfruit® (Juicy)



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Fresh Fougere	Domain® Cologne Spray	Azzaro Cool Water Curve Eternity Pleasures Polo Sport Tommy
Woody Fougere	Velocity® for Him Cologne	Acqua de Gio Curve Crush Polo Blue Kenneth Cole Black
Leathery Chypre	Tribute® for Men Spray Cologne	Aramis Perry Ellis Michael Polo
Ambery Oriental	MK High Intensity™ Cologne Spray	Armani Code Burberry Brit for Men Stetson Old Spice

Fragrance Facts

- Did you know that 90% of all women today use fragrances?
- 75% annual fragrance sales are made in Nov. & Dec.
- The fragrance market is \$11 billion world wide! That's currently larger than the skin care & color market.
- Fragrance can make you feel sensual, sheik, important & confident, mysterious, sexy, & natural.
- Mary Kay spends up to 2 years to create each of our very special fragrances.
- There are 3000 materials a fragrance house may choose from to create a fragrance. Usually takes 75-200 different ingredients.
- The fragrance you admire on someone else may not be as pleasing as when you try it on yourself. Our body chemistry may react differently to the fragrance. Fragrances react uniquely to every woman's body chemistry.
- Most fragrances linger no more than a few hours, usually four.
- Fragrances can help change your mood.
- Empty fragrance bottles work well as sachets.
- Birth control pills and other medications can affect fragrance on the skin.
- When your skin does not hold fragrances well, apply after bath while the skin is still moist. The moisture will help hold fragrance on the skin. Balms, cream or lotion formula work well for a women whose fragrances never seem to last.
- Dreams and memories create a fragrance!