

Mary Kay Men's Fragrances

Men's Fragrance Families Chart

Fragrance Type		Attributes
FOUGERE (fu-ghair):	Fresh	A blend of cool-warm notes of citrus and lavender balanced with fresh outdoor accords.
	Woody	Fresh and watery with woody undertones.
CHYPRE (she-pra):	Leathery	Composition of dry-smoky, woody notes.
ORIENTAL:	Ambery	A blend of ambers and wood with a hint of spicy and soft leathery notes.



♥ The first family is fougere (fu-ghair). Have a blend of cool-warm notes of citrus & lavender balanced with fresh outdoor accords.

Mary Kay® Domain Cologne A contemporary blend of fresh outdoors notes fresh fougere (fu-ghair). Wrap him in the scent of hearth and home with Domain® Cologne.



♥ Woody fougere (fu-ghair) fresh & watery with woody undertones.

Velocity® Velocity For Him Cologne

Woody Fougere (fu-ghair). Velocity® for Him Cologne, an invigorating, fun-loving fragrance just for guys. This airy fragrance captures the freshness of mountain air and the crisp, clean scent of wooded forests.



♥ Next is the chypre fragrance family. The fragrance type has a composition of dry-smoky, woody undertones.

Mary Kay® Tribute Spray Cologne

A leathery Chypree (che-pra) A masculine blend of dry-smoky, wood scents. He loves denim jackets, overstuffed leather sofas – and you. A sporty, masculine blend.



♥ The last fragrance family for men's fragrances is oriental. The fragrance type with in this family is an ambery oriental. It has a blend of ambers and wood with a hint of spicy and soft leathery notes.

Mary Kay® MK High Intensity™ Cologne Spray

MK High Intensity™ Cologne Spray is an ambery oriental you'll find as irresistible as the man who wears it.

After sharing about each fragrance give guest the fragrance comparison chart. Before you share info below, ask if anyone is allergic to fragrance. Most likely someone will be. To demo fragrance, I have small spice jars & label with name of each fragrance. Place cotton inside each spice jar & spray fragrance. Pass coffee beans in between fragrances. I have full size fragrance on display to demo after my presentation.

Choosing a fragrance is a personal decision. Allow the guest to choose the scent that expresses her own individuality.

It is important that you not steer her toward YOUR favorite fragrance. Let it be her choice. Suggest she only try 2 fragrances at a time.

After you pass around fragrances, share fragrance facts on the handout. Show some of your holiday sets, sell your service 50 percent down and balance on delivery. Cash, check charge or free! Book a holiday show with me!

Fragrance strength depends on the form of fragrance selected:

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.

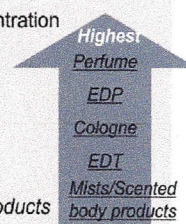
Eau de Toilette: (oh-de-talettte) Contains 10-15% concentration of essential oils.

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.

Level of Fragrance Concentration

- Perfume
- Eau de Parfum
- Cologne
- Eau de Toilette
- Mists/Scented body products



How can I make my fragrance last longer?"

Apply to key pulse points: Neck, wrist, inside the elbows, behind the knees.

By using the technique the French call "layering." As one layer of fragrance fades out, it is replaced by the next layer.

Layering is the application of layers to achieve a fuller, richer deeper effect.

Layering: By using just one fragrance product, may be difficult to achieve a fragrance level that is long lasting; but, by layering a fragrance and using different forms of it, will achieve a longer lasting fragrance. *Begin to layer your fragrance in the bath or shower. Same fragrance with a body scrub or sugar scrubs will add an additional layer. Moisturize with a layer of the fragrance lotion, after you towel off. Add a layer of perfumed body powder. Finish with a spray of your fragrance.*

The **Bliss Point** is the point at which fragrance reaches its optimal level. The point when the fragrance base note has kicked in – the point at which it smells the prettiest, and if you going to layer your fragrance all of those products with which you layer arrive at the bliss points at different times during the day. As one layer fades another comes alive.

Created by Sales Director Vicki O'Bannon