

Music In Fragrance

Nothing creates a signature style like fragrance. Choose from a collection of Mary Kay fragrances for women & men that range from romantic florals to energetic fruity scents to woody musks.

NOTES measure the performance of Fragrance. There are THREE levels to a Note:



Top Note

The **Top Note** is the very first impression one receives from fragrance, and it is the most identifiable. It evaporates but it never altogether disappears. Instead, it softens. The **Top Note** is the brightest note in a fragrance.



Middle Note

The **Middle Note** is the ♥ of the fragrance. As a fragrance begins to blend with your body chemistry (after about 10 minutes of applying), the essence of a fragrance reaches its deepest intensity.



Bottom Note

The **Bottom Note** is the final stage. A fragrance usually lasts 1 to 3 hours after application. This is when the fragrance is most harmonious, a point when all the notes have molded gently together.

Consultants: When selling fragrance, it's important to have an understanding of fragrance families to help you understand how your customers choose their scents. It will help you determine which Mary Kay fragrance a customer might prefer.

There are 3000 materials a fragrance house may choose from to create a fragrance. Usually takes 75-200 different ingredients. Mary Kay may take up to 2 years to create our special fragrance.

Mary Kay Women's Fragrances



♥ The first is the floral fragrance family, which is the most popular today. There are **sheer floral** which contain a light translucent blend of floral notes.

Mary Kay® Journey® Eau de Parfum

Journey® is a light, translucent blend of sheer, floral notes. A sheer floral fragrance Life is yours to explore!



♥ Second are **fruity florals** family which include floral notes with added fresh or sweet fruit.

Velocity® Eau de Parfum

Fruity floral scent. The fragrance of Velocity® Eau de Parfum bursts onto the scene with something you won't find in any other fragrance—a top note of rare banana flower. Unique shape bottle leans so slightly. Claims to turn your worlds upside down!!



♥ Third is the **floral fruity** category. These have fruity notes with added florals.

Bella Belara® Eau de Parfum This floral fruity parfum captivates immediately. It's more than a fragrance—it's a beautiful feeling. A sister to Belara!



♥ The last fragrance type with in the floral family is **creamy**. It contains a blend of floral, and creamy notes.

Belara® Eau de Parfum It is in the creamy floral fragrance family. A perfectly balanced, sheer fragrance that fits the perfectly balanced woman



♥ The last family is oriental. **Fruity Floriental** is a joyful scent of floral notes accented with succulent fruits and warm comforting vanilla and woody notes.

Thinking of You® Eau de Parfum the fruity floriental fragrance has universal appeal, and feminine florals, and warm, comforting undertones. There's no time like the present to turn a moment into a memory. The keepsake charm is unexpected and can be attached to a bracelet, necklace zipper-pull or purse. A "message in a bottle," underneath the top of the "gift-wrapped" carton is an area for a personalized message, personal touch to any gift-giving moment. Tell a friend, I appreciate you. Celebrate a special event, or better yet, create a new one. Say thank you to someone for everything they do.

Women's Fragrance Families Chart

Fragrance Type		Attributes
FLORAL:	Sheer	Light, translucent blend of floral notes
	Fruity Floral	Floral notes with added fresh or sweet fruit
	Floral Fruity	Fruity notes with added florals
	Creamy	Blend of floral, creamy notes.
ORIENTAL:	Fruity Floriental	A joyful scent of feminine floral notes accented with succulent fruits and warm, comforting vanilla and woody notes.

Created by Sales Director Vicki O'Bannon