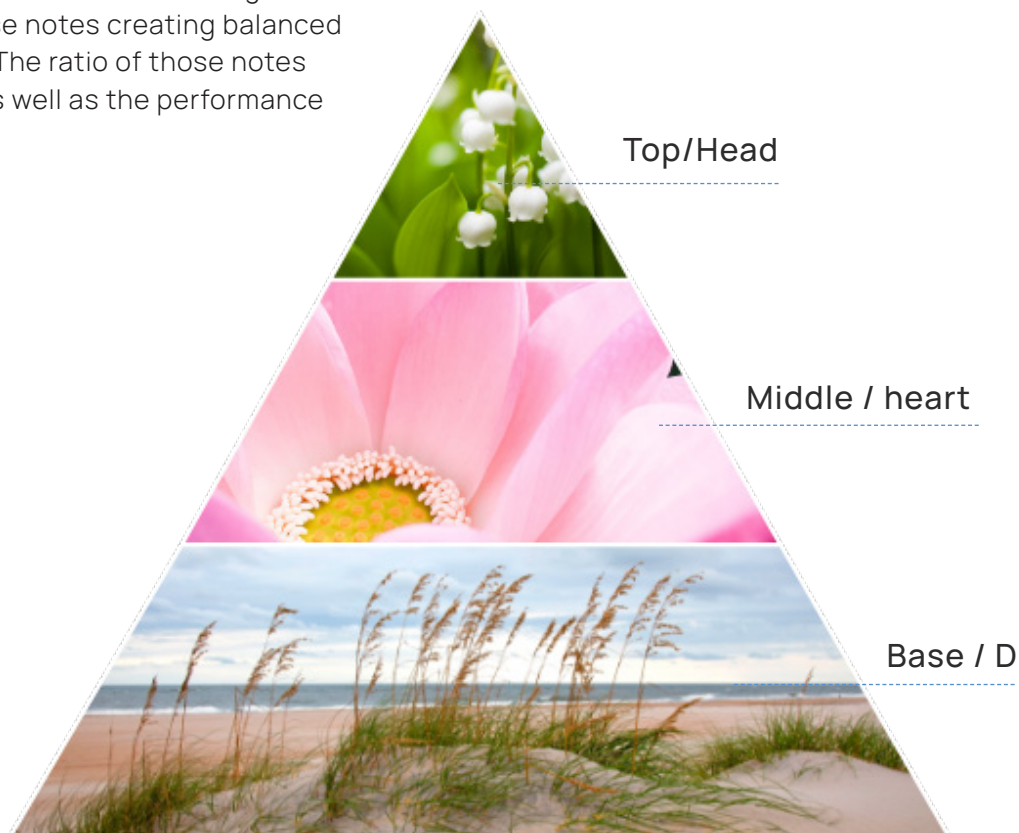


Fragrance notes

The structure of a fragrance is called the olfactive pyramid and is composed of top notes, middle notes and base notes.

Like in music, fragrances are composed of notes or a complex medley of notes called an accord. Fragrances include top, middle and base notes creating balanced and refined compositions. The ratio of those notes influences the character as well as the performance of the fragrance.



Top notes

Top notes, also called head notes, relate to the first impression of a scent. These are light raw materials which are the most volatile and therefore evaporate and reach the nose faster. Top notes include citrus, green, aromatic and aldehydic notes which convey freshness to the fragrance.

Middle notes

Middle notes, also called heart notes, constitute the main character of the fragrance. These molecules are less volatile and diffuse the most during the life of the scent. They include floral, fruity and spicy notes and define the personality of the fragrance.

Base notes

Base notes, also called dry-down, help the fragrance last in time. These long-lasting notes help fix the fragrance and prevent early evaporation. Base notes include woody, ambery, musky and sweet notes and provide depth, warmth and elegance to fragrances.