

STYLE CANADA PRESS CENTRE

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*By Aromachology*

## **New Niche Custom Fragrance Line, Aromachology, Adds New Spin to Make Scents and Science of Blending**

*Aug 24, 2009* – The art of personalized perfume is becoming more accessible and expressible with the launch of Aromachology, The Psychology of Scent.

The science behind Aromachology is sending shockwaves through the beauty community by resuscitating new life back into the stale and over-blockbuster-saturated fragrance market with its unique aromatic and systematic process of connecting with the consumer.

Aromachology is the first of its kind to offer custom fine fragrance on a mass level, blended and sold at point of purchase. Meant to reconnect consumers and revolutionize the artistic and scientific experience of creating, enjoying and wearing perfume, the brand is centered on a process that is substantiated by the science of Aromachology.

Fueled by the need to help each customer express individual tastes and personalities by crafting an original fragrance, each formula is conditioned to the likes of its creator.

The 1,2,3 quick and easy process begins with the consumer completing a 10 question 'Scent Profile' that places them into one of five different and distinct personality groupings.

Each 'personality' comes armed with a specific character profile that communicates the differences between the five groupings and what it means to be a Sophisticated & Sensual Floral, a Totally Edible Gourmand, an Exotic Spicy Oriental, a Clean & Fresh or a Bold & Brisk Woodsy. The third and final step is choosing three out of 15 different notes to 'top off' your one-of-a-kind creation. Notes have been aligned with different attributes that Aromatherapy studies have proven to stimulate.

Whether you top your fragrance off with words such as passionate, sexy, sensual, focused, open minded or creative, Aromachology gives you the opportunity to create a product that helps convey your identity proudly and aromatically.