

Choosing the right perfume

In a world where brands communicate and give insight to your personality, lifestyle and social status, it is no surprise that consumers select luxurious and leading brands to mark their standing in society. Today, even teenagers select designer products, ranging from Louis Vuitton bags to Christian Dior perfumes. Designer clothes, handbags, sunglasses, jewellery and shoes etc are not the only products that consumers aspire to have. Invisible brands such as perfumes are also booming and are extremely popular amongst men and woman alike. The scent you wear reflects your mood and is great indicator to your personality. Choosing the right fragrance can give you the positive energy you need to kick-start your day. Ajmal Perfumes gives you a few tips to choose perfumes that suit your personality.

There are 1 clipping(s) in 1 part(s).

Beauty & BODYCARE

Choosing the right perfume

In a world where brands communicate and give insight to your personality, lifestyle and social status, it is no surprise that consumers select luxurious and leading brands to mark their standing in society. Today, even teenagers select designer products, ranging from Louis Vuitton bags to Christian Dior perfumes.

Designer clothes, handbags, sunglasses, jewellery and shoes etc are not the only products that consumers aspire to have. Invisible brands such as perfumes are also booming and are extremely popular amongst men and women alike. The scent you wear reflects your mood and is a great indicator to your personality.

Perfume today is considered to be one of the most must-haves for any status-conscious person in society. Initially it was used by the upper-class society as a high-end accessory. The art of making perfume started in ancient Egypt with the religious ceremonies involving the burning of incense and herbs and embalming of the dead. Perfume was mostly worn by the wealthy and powerful as an accessory. Following the Egyptians, perfume was also used by the ancient Chinese, Hindus, Arabs, Greeks and Romans. Nowadays perfume is available to everyone.

Many would be glad to know, however, that selecting the right perfume does not have to be costly. While recognised perfume brands are known to lead the trend, consumers have a wide range of perfumes to choose from. Instead of selecting the latest fragrances, Ajmal Perfumes suggests choosing scents that best suit your personality.

Fragrances can help lift your mood, boost your self-confidence, and energise you from the moment you wake up. Choosing the right fragrance can give you the positive energy you need to kick-start your day. Ajmal Perfumes gives you a few tips to choose perfumes that suit your personality.



Classic: If you are a classical person that enjoys timeless trends, choose floral scents. Key fragrances include amber and sandalwood. Lavender, vanilla and rose are also known to make you feel relaxed and can help you relieve stress.

Energised and active: If you are outgoing, active and generally an energised person, choose citrus-based scents such as grapefruit, lemon and pine. These scents will also help lift your mood if you are feeling down.

Sensual: If you are feeling sensual, classical, seductive scents are for you. Look for perfumes with musk or jasmine notes.

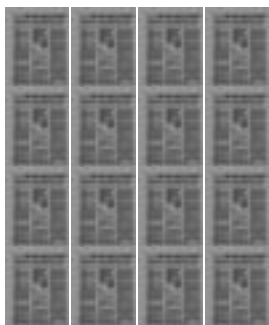
Hopeless romantic: More innocent and subtle fragrances such as floral, violet, lilac and lilies are ideal for you.

When trying out perfumes, be sure to spray the fragrance on strips or on different areas of the skin to give you the actual scent of the perfume. If you think you have found the perfect perfume, apply it on your skin and leave on for 10 minutes to understand the subtle variations within the fragrance.

It is also suggested that you should not apply the fragrance to wrists because it is the pulsating point, which means the pores are more susceptible to other substances.

Follow these simple tips from Ajmal and select the perfume that suits your mood this summer.

Published on: 02/09/2007
Publication: Connector
Country: United Arab Emirates
Language: English
Section: Beauty & Bodycare
Circulation: 40,000
Edition: 12
Page: 210
Size: 82 cc
Ad Value: \$1729.33
Locator:



Circulation and ad data supplied by:

MediaSource

MEDIAWATCH
Middle East