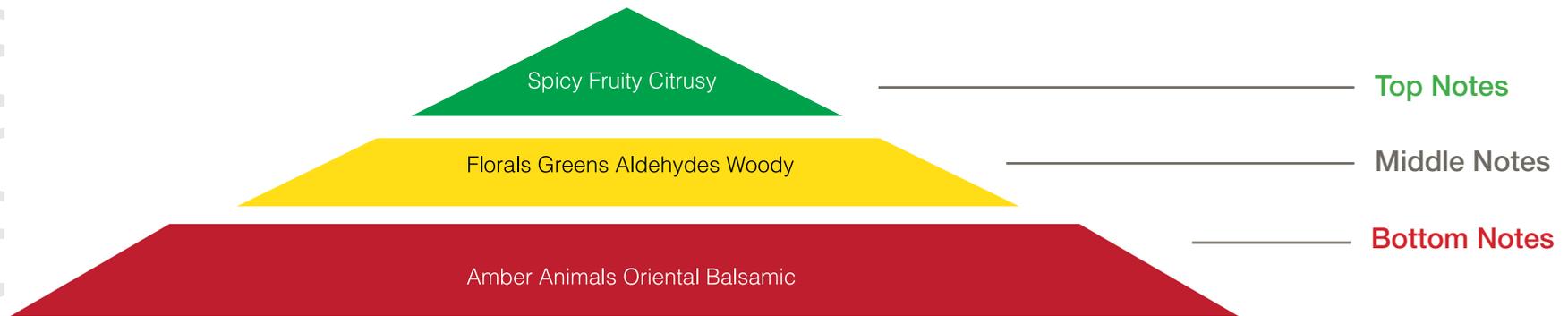


Cognitive Energizer

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Every perfume has three components: top notes, middle (heart) notes and base notes. The top notes are the first notes to warm and dissipate; they are the first fragrance that you smell. This lasts for 5-10 minutes. The fragrances are light and fresh. The middle (heart) notes represent the body of the perfume. They last for 10-60 minutes. These smells are stronger and heavier than the top notes. The bottom (base) notes are long-lasting (1-24 hours) and heavy. The three parts combine like a symphony.



The Citrus family (Rutaceae) consists of many fruits (lime, kaffir lime, orange, pomelo, curry leaf) which are aromatic. The aromatic characteristics of the Rutaceae are due to the glands in the leaves, flower and fruits which produce essential oils. Citrus perfumes are light, fresh and invigorating. They are often considered to be masculine fragrances rather than feminine and appeal to strong-minded and decisive personalities.

The specific aroma of citrus has healing effect on body and mental distress. When the aroma compound is absorbed by breathing and skin contact, it may relax and stabilize some physical or physiological conditions.