

Contents

1	The Research of the Fragrance Effect	1
1.1	History of the Fragrance Effect	3
1.1.1	Surprising Findings of Archaeology 77,000 Years Ago	3
1.1.2	On the Difference between Perfume and Smell Application	4
1.1.3	First Mentions of the Use and Effect of Fragrance in Ancient Times and Antiquity	6
1.1.4	The Scent of the Blue Lotus Or: The Divine Perfume from the Primeval Waters	10
1.1.5	The Art of Smoking—On the Meditative and Artistic Effect of Scent	11
1.1.6	Healing Fragrance Magic—From Medical and Physiotherapeutic Fragrance Applications to Divination and Spiritual Seances	13
1.2	Scent Effect in Modern Times	17
1.2.1	Beginning of the Research of the Scent Effect	17
1.2.2	Neuparfümerie Causes a Breakthrough in Fragrance Effect Research	18
1.2.3	A First Look at the Effect of Scents on Specific Regions of the Brain	21
1.2.4	A First Look at the Future of Fragrance	22
1.2.5	Smelling Also Works the Other Way Around—The Fragrance Manager in the Brain	22
1.2.6	Research Areas of Scent Psychology	24
1.2.7	Smelling, the Last Sign of Consciousness	25
1.2.8	The Brain Can Create Its Own Smell	26
1.2.9	How Fragrances Unconsciously Influence Our Behavior—Two Examples	28
1.2.10	Aromatherapy—How Essential Oils Work	29
	Summary	32
	References	32
2	Perfumes in Change	35
2.1	Characteristics of Perfumes Today	36
2.2	Types and Use of Perfumes—Areas of Interest of Perfume Lovers	38
2.3	The Trend in the Perfume Industry Towards Nature	44
2.4	Personal Requirements for Perfumes	45
2.5	Perfume in Conflict: Prohibited and Unwanted Effects	46
2.6	Consumers Want More than Just Smelling Good—From Perfume to Active Perfume	48
2.7	The Difference between Aromatherapy and Scent Therapy	49
	Summary	50
	References	50
3	Psychology of Perfume Choice	53
3.1	Plea for the Sense of Smell: We Smell More than We Thought	54
3.2	Scent Memory: Smelling Relativizes Space and Time	56
3.3	Artificial Olfactory Intelligence: The Future Has Already Begun	57
3.4	Increasing the Enjoyment of Fragrance: Merging of the Senses	58
3.5	Perfume Choice: Findings from Marketing and Neuromarketing	60
3.6	How to Smell: About Molecular Doormen and Ushers	67
3.7	The Maître Des Parfums in the Brain or the Struggle for the Scent in the Head	72

3.8	Scent and Personality: How Brain and Personality Influence Olfactory Enjoyment	74
3.9	Olfactory Soothers of the Soul: Why Perfumes Do So Much Good	77
	Summary	79
	References	79
4	Welcome to the Neuroperfumery	81
4.1	Latent Basic Expectations of Perfumes	82
4.2	Olfactory Stimulation Needs of the Brain	83
4.3	Well-Being Consultation: Fragrance Preferences of Individual Brain Regions and Their Networks	88
4.4	Neuro-Perfume Therapy: Findings for Fragrance-Supported Applications	90
4.5	On the Dynamics of the Olfactory Experience: Wandering with Olfactory Preferences	91
4.5.1	Smelling Better: Perfume as a Medium or the Transformation of the "Self"	93
4.6	Smell Open: How Evolution Promotes Certain Types of Smelling	94
	Summary	96
	References	97
5	Insider Knowledge Perfumery	99
5.1	Odorless ... or 10,000 Smells Smell	101
5.2	Perfumery is Not Additive and There Is No Room for Argument	102
5.3	Perfume Jungle: How to Smell Your Way In	103
5.4	Psychology of Perfume—The Fragrance Families From the Perspective of a Fragrance Psychologist	113
5.4.1	Feminine fragrance directions	114
5.4.2	"Masculine" fragrance families	122
5.4.3	Not So Easy: Determining Target Groups in Marketing	125
5.5	Perfume Makers—The Teams in the Perfume Industry	126
5.6	Fragrance Evaluation—A Creativity Killer? How to Discover Perfumes With High Potential	128
5.7	Perfume Flankers: Entertainment for Impatient Noses	130
5.8	Perfume Recipe: Successful Ingredients of Fine Perfumery	132
5.9	Scent Secrets of Ingredients—Smelling Exercise for a Better Smell	133
5.10	Perfumers: The Perfume Industry Owes Almost Everything to Women	135
	Summary	137
	References	137
6	Insider Knowledge Perfume Industry and Trade	139
6.1	The Makers of the Industry	140
6.2	How a New Perfume is Calculated in Industry and Trade	141
6.3	Areas of Perfumery: Haute Couture (Fine Perfumery), Functional Perfumery, Aromatherapy	148
6.4	On the Situation of the Perfume Specialty Trade	151
6.5	You as a Perfumer	152
	Summary	155
	References	155

7	Scent Online: Storytelling and Digital Marketing of Perfumes	157
7.1	Retro-Fragrance Trends: Why Violets are Immortal.....	158
7.2	Beginning of the Perfume Industry: Scent With Additional Benefits	160
7.3	The First Fragrance Revolution: How Discoveries Changed the Perfume Industry	166
7.4	Digital Perfume Marketing: Tips From the Most Successful Influencers.....	167
	Summary	173
	References	173
8	Big and Small Moments of Modern Perfumery	175
8.1	Scent & Eroticism with Charles Baudelaire or: The Change in Thinking	176
8.2	The Godfather of Perfumery Or: Are Perfumes Immoral?	179
8.3	Perfume & Poetry: The German Soul of Scent	181
8.4	Perfume & Image: The Ups and Downs of Perfumery	183
8.5	Pheromones Or: The Current State of the Search for the Atlantis of Perfumery....	186
8.6	The Second Fragrance Revolution: How Discoveries Led to a Better Smell.....	190
8.7	Perfume & Self—Effects on the Ego or: The Most Beautiful of All Drugs?	194
	Summary	198
	References	199
9	On the Way to the Future of Smelling	201
9.1	Smell Search: The Scent has been on the Research Radar for a Long Time	202
9.2	Nobel Prize-Finding: Do We Smell (Almost) Everything Twice?.....	205
9.3	Imaging Smell: The Starting Shot For Neuroperfumery	207
9.4	The Third Fragrance Revolution: “Evening” of the Future of Perfumery	213
9.5	Multiple Brain Stimulation Using the Broad-Spectrum Effect of Citrus Aromas as an Example.....	216
9.6	Neuro-Fragrance Sales: How to Excite the Brain for a New Perfume	217
	Summary	220
	References	220
10	Scent Therapy: Scents for More Joie De vivre	223
10.1	Aromatherapeutic Application: Two Exercises For Introduction	224
10.1.1	“Scented Flight”—Letting Go, Inspiration, and Creativity.....	225
10.1.2	“Scented Power Posing”—Recharge For Mind and Body	226
10.2	Fragrance Enjoyment: Olfactory Cuddling “On Demand”	227
10.3	Fragrant Anti-Stress: How and Where Scent Works Against Stress in the Brain	231
10.3.1	Plant Peptides with Anti-Stress Effect	232
10.3.2	The Rush On Plant Peptides	233
10.3.3	Olfactory Tools For Assessing Well-being.....	234
10.4	Self-therapy: Healing the Soul and Smelling Better with Primal Perfumes	236
10.4.1	The Power of Primal Scents and Their Creation	237
10.4.2	The Power of Scent-Supported Loving Looks For Self-Therapy.....	248
10.4.3	Scent-supported Self-coaching: Exercise Example “The Power of Loving Looks”	249
	Summary	252
	References	252

11	Sales Psychology of Fragrance Consulting	255
11.1	The Epicenter of Success and Interpersonal Contact	256
11.2	First Friend or Foe—also in Fragrance Advice	258
11.3	The Formula: How to Win the Other Person's Amygdala	263
	Summary	266
	References	267
12	Welcome to the Experience Perfumery	269
12.1	Myths in Perfume Sales: How to Become a Perfume Psychologist	270
12.2	Psychological Scent Choice—The Slightly Different Experience of Perfumes	273
12.3	Neuropsychological Fragrance Test: Experience Wishes and Perfume Preferences	278
12.3.1	Moodform-Test®—Test Instructions & Solutions	278
12.3.2	The Moodform Test® as a Perfume and Care Guide for Women: Solutions from First and Second Choice	281
12.4	Perfume Experience: Practice and Methods for more Perfume Enthusiasm	287
12.4.1	Dancing and Smelling	287
12.4.2	Goals, Steps, and Examples for the Experience Perfumery	289
12.4.3	Rediscovering the World of Perfumes Again and Again	296
	Summary	298
	References	299
13	Stationary Perfumery in Change	301
13.1	Elephant Races: The Competition for the “Perfume Sales Location” of Tomorrow	302
13.1.1	Core Competencies of Stationary Perfume Shops	303
13.1.2	The Role of Drugstores, Pharmacies, and Grocery Stores	304
13.2	Stationary Perfumery in Transition: Developments & Trends	307
13.2.1	Outstanding Food Markets as Role Models	307
13.2.2	New Beauty Worlds: More and More Perfumeries are Upgrading	308
13.2.3	The Trend Towards the “Face-to-Face” Well-being Meeting Point	312
13.3	Sales Location Perfume Shop: Methods and Strategies for Winning (New) Customers	314
13.3.1	Target Groups of the Perfume Shop of Tomorrow	314
13.3.2	Shopfitting	315
	Summary	317
	References	317
14	Perfume Trends, International Fragrance Preferences and Mentalities	319
14.1	Evaluating Fragrance Preferences	320
14.1.1	Characteristics of the German Women's Fragrance Market	321
14.1.2	Perfume Trends or: How a Fragrance and Trend Coach Thinks	324
14.2	How the German Women's Fragrance Market Differs from Other Markets	326
14.2.1	Scent Preferences in Spain	326
14.2.2	Scent Preferences in Italy	328
14.2.3	Scent Preferences in France	328
14.2.4	Fragrance Preferences in England and the USA	330

14.3	Scent Mentality: The Rose in the Anglo-Saxon Cultural Area	332
14.4	Global vs. National Perfume Trends	333
	Summary	335
	Reference	335
15	The Emergence of the Modern Perfumer	337
15.1	How and Where the Modern Perfumer Came About	338
15.2	How Individual Perfumers can Become Luxury Brands	341
15.3	What Development Opportunities Do Perfumers Have?	342
	Summary	344
	References	344