

## Why does Natural Perfume Cost so much?

The cost of some of the perfume materials in 2013 are as follow. The florals are usually most expensive although some base notes such as Sandalwood, Oudh, and Orris Root butter can be very dear, as well.

Boronia \$165.00 per tsp.

Jasmine \$60.00 per tsp.

Neroli \$85.00 per tsp.

Orange Blossom \$65.00 per tsp.



A few years ago, Rose oil was \$126.00 per tsp.

Today, the price is \$56.00 per tsp. as the growing year of

this natural product yielded an extraordinary amount of this wonderful flower's essence. There was also a drought a few years ago. Did you know it takes 4,000 kg. of Rose petals to make 1 Litre of rose oil?

Since we are niche artisans, very few of us can buy 10,000 units (perfume bottles) and get them for a reasonable cost. We may be able to purchase only 240 at a time. This adds to our shipping costs as well. No factory for us, and very little automation as most of our work is done lovingly, by hand, piece by piece, order by order, to keep it fresh for you, dear client.

**We hope this** brochure has cleared up some questions for you. We are always here to answer more and are happy to serve you.



For more information about Natural Perfumes

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Your local Canadian Natural Perfumer is:

## Natural Perfumes



"When the outfit is donned and the makeup is on, what do you reach for next? Perfume - that ultimate accessory that creates beauty & intrigue then brings people in closer to discover the mystery of you."



*frangipani*

## Natural Perfumes

Natural Perfumes create a scent-circle around the individual who's wearing it.

Those who step into your space will enjoy your perfume. Applying more often throughout the day is like a mini vacation for body, mind, spirit. These perfumes allow us to feel pretty, alluring, and mysterious, without bothering anyone else. If one's skin is more to the oily side, perfume will last longer on them than if the skin is dryer. Just like any other scent in our area, we can become used to the aroma of our perfume and it won't smell as strong to us as it will to someone else. If you live in a warm environment, these volatile essential oils and absolutes will escape quicker into the atmosphere.

## Synthetic Perfumes

We all know that modern day synthetic perfumes create a scent trail behind the wearer, staying in a closed-in area for a few hours after the wearer has left. *These* are the perfumes that have been banned from offices, government buildings, and health-care facilities. The issue society has with of these is the space they take up in the air. Some of these perfumes smell wonderful. Perfumers work with synthetic scent or aroma molecules. Some of them have natural ingredients in their formula. These are called 'mixed media' fragrances.

**What's the same**-Generally, Perfumers are all really nice people who are very passionate about their art no matter what genre.

## Who are we?

We are Independent Niche Artisans with a Passion for Perfume, which keeps us up at night and busy throughout the day. We search the globe for the best essences we can find and afford to create our olfactory feasts. We put them in gorgeous bottles and, in the interest of transparency, we apply a Data Tag or Insert Card to explain what is inside and list our ingredients.

## Types of Natural Perfumers

As perfumers, we are quite varied. Some have chosen to include only Organic essential oils and absolutes in their perfume. There are a few Perfume Houses who offer fragrances that are 'Vegan'. Some are not quite as stringent but will not include any Animal Essences. These are called 'Botanical Perfumers'. Some include ethically harvested animal essences and they are called 'Natural Perfumers'. Some use only natural alcohol. Some use only Perfumers' Alcohol. Some will make their creations in oil (ie: Fractionated Coconut oil or Jojoba oil), wax (ie: beeswax), and cream bases (ie: Shea crème base, which may or may not have a preservative). Some do Personal Perfume Creations.

These are the kinds of questions to ask your Natural Perfumer so you can ensure you are getting the product you desire.



*A busy bee collecting pollen from a highly aromatic flower called Orange Blossom, one of the most sought-after essences in natural perfumery.*

## Components of a Natural Perfume

Components include essential oils, absolutes, concretes, floral waxes, hydrosols, alcohol, oil, waxes, butters, animal essences, attars, macerations, and tinctures.

Within these are notes of flowers, fruits, woods, resins, seeds, grasses, lees, gums, and spices.

Some examples of these would be: rose, jasmine, carnation, geranium, lavender, orange blossom; orange, lime, lemon, litsea, bergamot, yuzu; sandalwood, muhuhu, cedar, fir, spruce, pemou, hemlock; tolu, Peru balsam, myrrh, labdanum, frankincense; Ambrette, Caraway, fennel, fenu-greek; vetiver, hay; cognac; cinnamon, ginger, nutmeg, to name a few.

**An accord** is a combination of two or more essences created to make a different scent altogether. For example: hyacinth accord, leather accord, musk accord, or amber accord.

**Please don't worry** when people say, 'if you can't pronounce it, it can't be good for you.' or 'contains no chemicals'. This simply isn't true. Did you know that our beloved Rose oil has over 300 chemical constituents that we know of? Here are a few: citronellol, geraniol, nerol, linalool, phenol ethyl alcohol, a-pinene, a terpinene, eugenol, and hundreds more, which are not yet identified. Everything on the earth is created from chemicals— you, me, the wood shelf over there, the banana I had for a snack...

'Chemicals' are not the enemy.