

YOUR SIGNATURE SCENT

CREATING A CUSTOM FRAGRANCE
AT TIJON

JOHN BERGLUND

Your Signature Scent
Creating a Custom Fragrance at Tijon

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Tijon

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A woman who doesn't wear perfume has no future.
—Coco Chanel

Perfume ... no less important than your clothes or shoes, it's the finishing touch to your wardrobe, adding a bit of elegance. Your perfume is an expression of your personality and can communicate emotion. Studies even prove that pleasing aromas can make us more attractive to those around us. Fragrance can also have an aspirational effect: Wearing perfume can inspire you to act and think like the best version of yourself.

The majority of scents available in large retail stores are designer perfumes. Many of these mainstream scents smell very nice and are relatively affordable, but they lack exclusivity and personality. Boutique artisanal perfumes, sold in only a few shops, offer scents that are less common and more individual, reflecting the personalities of their creators. These perfumes are created with greater attention to detail, with components of the highest caliber. This category, while small, is growing in popularity and offers more expensive fragrances. Tijon's signature perfumes fall into this category.

One giant step beyond boutique artisanal perfume is the creation of your own. Congratulations! You're about to become the perfumer, or as the industry might say, the *nose*. This more daring approach to fragrance will allow you to try fresh fusions of scents, taking inspiration from personal experiences.

You've received this book because you've signed up for a perfume creation class at Tijon. Few places in the world offer such a novel and rewarding experience—and it's our hope that *Your Signature Scent* will help you enjoy your time with us to the fullest.

A woman's perfume tells more about her than her handwriting.
—Christian Dior



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The Power of Perfume

Perfume is like cocktails without the hangover, like chocolate without the calories, like an affair without tears, like a vacation from which you never have to come back.

—Marian Bendeth

Our moods may determine the fragrances we wear—from light and joyful to heavier and seductive. In turn, perfumes can have a powerful effect upon us. A growing body of evidence shows that fragrant botanicals contain active ingredients that can alter mood and emotional state. Not only do they smell good, but they can also impact our disposition, and help us imagine and create. Scents can also have physical effects (for example, they can *make* us hungry), and can serve as powerful stimuli for memory. A smell may bring back memories of grandmother's house or a first date.

Perfume impacts not only those who wear it, but also how others perceive them. New research has discovered that people find faces more attractive in the presence of pleasant aromas. So ... perfumes, body sprays, and scented soaps may, to some extent, may improve a person's appearance.

Inspiration creates perfumes, but perfumes can also inspire.

At Tijon, we often hear how the participants in our classes have been inspired by the fragrances they create. After creating her butterfly perfume, Celia, from the nearby island of Tortola in the British Virgin Islands, wrote, "You've inspired me to start my own line of T-shirts and kitchen towels with imprints of butterflies, metaphysical musings, and butterfly-related thoughts."

A pastor from Texas returned home after creating his fragrance and delivered a Christmas Eve sermon about his sensory experience. He sent us a copy and it read in part, "And because I used a little frankincense and myrrh and named my scent Christmas Holiday, I set the fragrance that I created out on a table in the narthex tonight for anyone who might like to give it a try ... as a way of helping us to understand how the power and the hope and the miracle of that first Christmas continues to impact and bless our lives and our world, I'd like you to reflect for a few moments on what that very first Christmas might have smelled like."

Creating perfume can also prove therapeutic. Jean Rich, a highly regarded former cancer researcher from the United States, who's lived on St. Martin for over twenty years, has taken the class with various friends eight times so far. After her most recent experience at Tijon, she emailed us: "Another magical afternoon—all the gals are raving about their first or -nth Tijon experience ... Whatever my demons of the week, they waft away on the alizés (trade winds) and are replaced by delicious scents."

About Tijon

Perfume is the key to our memories.
— The Perfume Garden

The French refined perfume and are associated with the finest brands of fragrance. Tijon is headquartered in St. Martin, a French territory that blends French traditionalism with the tropical spirits and scents of the Caribbean. Islanders are residents of France.

Tijon opened its doors in 2007 after years of study, research, and review. We're an operating perfumery offering twenty-three signature fragrances for sale, as well as classes that allow participants to create their own custom perfume or cologne. These classes are a time to smell new oils, experiment and have fun. We provide our students with over 300 oils to choose from, a rarity among the few places that offer such an experience, resulting in an exclusive fragrance that likely has never been created before. The possible combinations are virtually infinite.

Since opening our doors in 2007, more than ten thousand people have made their signature scent at Tijon; it's very likely that more people have created their own custom fragrance here than anywhere else in the world. To date, we've had participants from over fifty countries and every state in the U.S.

Whether you've already forayed into the world of fragrance or are a complete novice, Tijon will guide you through making a customized perfume or cologne. We'll offer as much or as little assistance as you desire as you create your signature scent.



History of Perfume

A fragrance is like a dress, an expression of personality. It can be erotic, or powerful, or both, but it always combines femininity and sensuality.

—Gianfranco Ferre

To understand the creation of perfumes, we should have a basic knowledge of the history. *Perfume* comes from the Latin phrase *per fumum*, meaning “through smoke.” The term dates back to 4,000 BC and referred to incense used for religious purposes in Arabia, China, and ancient Egypt—interesting, when you consider that many people assume the French invented perfume. But, while they may not have invented it, they certainly redefined it.

France remains at the center of perfume design and trade. Women in France don’t just love perfume; they can’t imagine living without it. Everyone there wears perfume, even small children. Going without perfume is akin to being naked. Never ask a French woman what fragrance she is wearing, however. If you ask, “I love your perfume—what is it?” she’s likely to respond “I love it, too.” She’s protective of her fragrance wardrobe, and wants her perfume to be an exclusive part of her personal style.

Throughout history, perfumes have been used to mask odors. In the Middle Ages bathing was limited as bacteria-filled water led to deadly bouts of the bubonic plague and other diseases. France’s Louis XIV, known as the “Perfume King,” reportedly bathed only once or twice in his entire lifetime, opting to dose himself heavily each day with perfumes. Perfumes were prized possessions, considering the stench of city life during those times.

Grasse, France, became the perfume headquarters of the world in the eighteenth and nineteenth centuries, evolving from its claim to fame as popular leather glove-making region. When scented gloves became the rage across Europe in the 1700s, Grasse adapted and created fragrances, growing the ingredients they could and importing the other flowers and oils needed. It turned out that Grasse had the perfect climate for roses, lavender, and jasmine. At one time over 20,000 people were employed in Grasse’s flourishing perfume industry.

Francis Coty, born in 1873 in Paris, is considered the father of modern-day perfume. He combined his genius in chemical compounding with modern ability to market, and was the first to utilize crystal bottles made by René Lalique, a celebrated art nouveau jewelry and glass designer, and founder of the French glassmaking company that bears his last name.

In 1923 W.A. Poucher published his study, *Perfumes, Cosmetics and Soaps*. Drawing from the work of G.W. Septimus Piesse, it has been revised and reprinted over the years and is now in its 10th edition. An original edition can be found at the Tijon headquarters in St. Martin. Poucher, a research chemist by profession, cataloged scents with a number from 1-100 based on their evaporation time. This was the first foray into blending top, middle, and base notes. (We’ll delve into top, middle and base notes in *The Perfume Organ* chapter.)

The first non-perfumer/chemist to place their name on a popular perfume was French fashion designer Coco Chanel. In 1921, Coco debuted *Chanel No. 5*, a scent formulated by her hired perfumer, Ernest Breaux. It was the first fragrance to be introduced by a clothing designer; now many follow in her footsteps. Coco, as she became popularly known, set both industry and society standards. Her darkly tanned appearance steered society away from Victorian pale.

Famous Fragrances

From this rich history have come many notorious perfumes, including these famous fragrances:

Eau de Cologne was introduced in 1709 by Johann Maria Farina, an Italian who was living in Cologne, Germany at the time. In fact, you can still buy the original recipe from the Farina family perfumery, still located in Cologne (www.farina1709.com). While most of today's perfumes contain more than one hundred oils, eau de cologne was reportedly made with only four oils: neroli, bergamot, lemon, and rosemary. Napoleon reportedly used four bottles a day, both applying it externally and drinking it—the perfume was originally introduced not only for its fragrance but also for its drinkable, medicinal properties. The term *cologne* was taken from its name.

According to legend, Farina's original formula for *Eau de Cologne* was stolen in the 1790s and given to merchant Wilhelm Mulhens, who began manufacturing this fragrance. To satisfy the courts and differentiate his perfume from Farina's offering, Mulhens added his house number to the fragrance's name. His *4711 Original Eau de Cologne* has achieved more commercial success than Farina's *Eau de Cologne*, and for a short time was owned by Proctor & Gamble.

Chanel No. 5 is famous not only for its commercial success, but also for being the first popular perfume to be introduced by a clothing designer, and to be marketed to women. It was also one of the earliest popular perfumes to use synthetics: Instead of rose oil it used an aldehyde (a type of organic compound produced in the lab), as most do today. By the way, at one time Chanel claimed that a bottle of their perfume was sold somewhere in the world every sixty seconds!

Shalimar was introduced in 1925 by the French perfume house Guerlain as an antidote to the Great Depression. It's considered the first modern oriental perfume, and is described as powdery, vanilla, and sweet. Notes include bergamot, lemon, rose, jasmine, iris, opoponax (sweet myrrh), tonka bean, and vanilla.

Joy was created in 1929 by Jean Patou as a reaction to the Wall Street crash, which diminished the fortunes of its American clientele. It was voted the Scent of the 20th Century by the Fragrance Foundation. This perfume consists primarily of rose and jasmine, but also includes the flowers of ylang-ylang and tuberose.

Giorgio was designed to celebrate the lifestyle of California and is considered an all-American perfume

Giorgio Beverly Hills, a boutique fashion house for women, opened in 1961; in 1981 it introduced this signature fragrance, which was initially sold only at its boutique. In 1983 the fragrance went national with a brand new marketing device: the first-ever “scent strip” ad, (an ad, typically in a magazine, scented with a perfume), which appeared in Vogue. The perfume was sold to Proctor & Gamble in 1987, and the boutique that created it, Giorgio Beverly Hills, now operates under a different name.

Evening in Paris was introduced in 1929 by Bourjois Paris and was one of the most recognized and celebrated perfumes worldwide. It became an instant success as a testimony to the 1920s and the daring lifestyle of that era, and was perhaps the favorite fragrance during World War II. It was described as a light fragrance rich in floral bouquet, and blending to a slightly woody base. No longer manufactured, a limited edition was relaunched in 1969 under the name *Soir de Paris*. Interestingly, the perfumer who created *Evening in Paris* was Ernest Breaux, the same man who created *Chanel No. 5*—though he was working for a different perfume house at the time.

Opium is a spicy Oriental perfume from Yves Saint Laurent (YSL). First marketed in 1977, *Opium* caused a stir with its controversial name and brought accusations that the brand’s designer condoned drug use. YSL launched this scent’s masculine complement, *Opium Pour Homme*, in 1995.

Youth Dew, Estee Lauder’s first fragrance, introduced in 1953, was bath oil that doubled as a perfume. In its first year *Youth Dew* sold 50,000 bottles; by 1984 that figure jumped to 150 million.

Miss Dior was the fragrance Christian Dior cherished. He nurtured this scent for a long time before revealing it to the public in 1947, dedicating it to his sister. Why Miss and not Mademoiselle? Dior was an admitted lover of British culture, an Anglomaniac.

Fun Facts:

- Cleopatra used fragrance to the extreme. To seduce Mark Antony and unite the Egyptian and Roman empires, Cleopatra set sail in a ship made of cedar wood, with sails soaked with her favorite perfume: cyprinum, made from henna flowers. Antony had to wade through knee-deep rose petals to reach her bed.
- The Magi brought Jesus the most precious gifts imaginable: gold, myrrh, and frankincense, the latter two of which are perfume oils. And, the word translated as “gold” may have referred to another oil, galbanum.
- The first alcohol-based perfume was created for Queen Elizabeth of Hungary in 1370. Elizabeth, well known for her great beauty, was 72 when a 25-year-old Polish king asked for her hand in marriage.
- Marie Antoinette’s favorite perfumes were extract of rose and extract of violet. It was said she even perfumed her pet sheep at Versailles.

- Napoleon's other half, Empress Josephine Bonaparte (born on the Caribbean island of Martinique), created a fashion sensation by appearing at an imperial ball in a dress covered in fresh red rose petals. She was dubbed "Lady Musk" and spent a fortune on perfume.
- During the French Revolution (1789-1799) a fragrance called *Parfum à la Guillotine* was sold.
- Victorian perfume buttons, made in the mid-1800s, were designed so women could dab their oil-based perfumes on the velvet inside. During the Civil War, women would give such a button, scented with their perfume, to a husband or lover going off to war. He would stitch it under his uniform collar as a reminder of the love he left behind.
- Tijon opened its doors in Grand Case, St. Martin, in December 2007.



Just for Men

If I splurge on anything, it's cologne. I love smelling good.
—Zac Efron

About twenty-five percent of student perfumers at Tison are men. Half come willingly; half come kicking and screaming. But all seem to enjoy the experience. It's a surprisingly low ratio number, considering that most professional perfumers and chemists historically have historically been men.

Because real men don't wear *perfume*, the fragrances for them are called cologne or eau de toilette. In reality, a man's cologne or eau de toilette is typically these products typically contain the same concentration level of oil concentration as a women's eau de perfume. In other words, it's simply semantics. Aftershave has less fragrance and sometimes includes additional ingredients to moisturize the skin.

In the 1950's some ladies' perfume brands created multiple forms of their fragrances to expand their offerings. For example, a brand might offer a perfume, an eau de perfume, and an eau de cologne all featuring the same fragrance, but with different concentrations of perfume oil. The lower the concentration, the lower the price. When one brand offers such categories, a perfume generally contains about twenty-four percent fragrant oils, an eau de perfume between twelve and twenty-four percent, and an eau de cologne between six and twelve percent. Today, few brands offer several forms (perfume, eau de perfume, and eau de cologne) of the same fragrance.

"Cologne" is primarily a marketing term. Jo Malone, for example, only offers colognes, although their products are bottled at the eau de perfume level. *Chanel No. 5* was introduced in 1921 and was the first popular perfume to be marketed to women. Before the introduction of Chanel No. 5 in 1921, all popular perfumes were unisex. In reality, most still are. I submit one could take 80 percent of all fragrances sold today—all except for heavy floral women's scents and musky's men's fragrances—change the name and the packaging, and sell them to men or women.

What does this mean? Men, don't get caught up in demanding a deep masculine fragrance. If it smells good on you ... *voilà!* It's a men's fragrance.

Fun Facts:

- Studies show that women select most of the fragrances that men wear.
- Thirty-three percent of fragrances marketed to men are worn by women.
- Two famous men's perfumes *Old Spice* and *Aramis* were originally intended for women.
- Men tend to wear the same fragrances worn by their fathers, or scents similar to them.

- There is nothing inherently masculine or feminine about fragrance; it's all in the marketing.
- Two of Tijon's men's fragrances are frequently chosen by women.



How Many Perfumes in Your Wardrobe?

You are never fully dressed without perfume!

—C. Joybell C.

Certain fashionistas believe wearing one scent forever is akin to eating pizza every day for lunch. As your lifestyle changes, as you experience new things, as the seasons go by and as your mood changes, welcome new scents! Go with the feel of the moment and choose a new favorite fragrance that matches your mood.

A well-dressed woman may have a wardrobe of perfumes: one scent for the day and another for the evening; or, perhaps she changes her fragrance with the seasons or with certain outfits. Even the most conservative, tailored and sedate perfume wearers seem to have “fragrance flings” on the side. “There’s always the woman who wears a classical perfume, and this fragrance has become very important to her life,” says Jean-Claude Ellena, a highly regarded French perfumer. “And then, sometimes she is like a butterfly landing on a few flowers. She has various passions, but after that little experiment, when the mood passes, she will come back to the original perfume. In other words, like a woman who has both a husband and a lover.”

Andy Warhol, a great lover of perfumes, wrote: “If I’m wearing one perfume for three months, I force myself to give it up, even if I still feel like wearing it, so whenever I smell it again it will always remind me of those three months. I never go back to wearing it again; it becomes part of my permanent scent collection.”



Our Sense of Smell

The quickest way to trigger an emotional response is with scent.
—Sigmund Freud

Most people are unaware of the significant role that our sense of smell plays in our lives. You're using your sense of smell right now and probably don't even realize it. Since 1920, scientists have believed that the human nose can discern about 10,000 odors. A new study now claims humans can discern over a trillion distinct odors.

Of all our senses, smell triggers the strongest memories and emotions. The aromas of pumpkin, sage, basil, and cranberry bring back thoughts of Thanksgiving to Americans. The oils of pine, holly berry, nutmeg, and cinnamon conjure Christmas festivities. When smelling the fragrance you create at Tijon, you'll always be reminded of St. Martin.

Bruce, a Tijon student and cruise director, once explained that his mother died when he was young, and he remembers her vividly through her perfume, *White Diamonds*. To this day, when he's lonely, he sometimes places a few drops of that fragrance behind his ears.

Our sense of smell also plays a large role in eating, because 90 percent of taste is attributed to smell. If you hold your nose while eating a piece of chocolate, it'll taste like cardboard. Mature at birth, the olfactory sense is one of the first that a newborn baby experiences. People who suffer *anosmia* have lost their sense of smell and are often prone to depression.

A multitude of perfume fragrances exists, and no two people experience any one of them quite the same way—even when they're sniffing the same thing! There's an ongoing debate in the scientific and medical community regarding whether people acquire likes or dislikes for certain scents or whether these preferences are present at birth. The consensus appears to support the acquisition theory.

Here's a short lesson in the biology of smell for those interested in the technicalities of how this sense works:

- Every time we inhale, currents of air swirl up through our nostrils, over the bony turbinates, to a "sheet" about the size of a small postage stamp that contains millions of olfactory receptor neurons.
- Each of these olfactory neurons has minuscule filaments (cilia) extending from its knob. This knob is located at the tip of the olfactory neuron, and the cilia project from the knob directly into the atmosphere. This is the only part of the brain come into contact with the atmosphere.

- The cilia contain olfactory receptors. Each receptor has a pocket (binding site) that's just the right shape to bind to a specific molecule or a group of structurally similar molecules. When the right molecule interacts with the right receptor, the receptor changes its shape. This change gives rise to an electrical signal that goes first to the olfactory bulb and then to the areas of the brain that convert the electrical signal to a smell. This information is processed at higher levels of the olfactory system and in the brain, allowing us to perceive a multitude of aromas.

Fun Facts:

- Most perfume shops offer coffee beans to sniff between scents, not realizing how they assist. There's no scientific evidence that says the smell of coffee beans cleanses the nasal palate. They're used because they bring our memory back to something familiar. Coffee is one of the most recognizable scents, and it resets our brains in between perfumes.
- Our sense of smell often diminishes as we age. Lack of smell is a common sign of the onset of dementia.
- The nose contains erectile tissue, which becomes engorged when we're aroused, making our sense of smell is more acute.
- Studies show that women are attracted to the scents of dominant men when they are ovulating.
- Studies show that men are more attracted to the scent of a woman during her fertile days.
- Scents influence food choices. New research from France suggests that being exposed to a fruity scent before deciding what to eat can make us more likely to select a healthy option, especially when it comes to dessert.
- The most popular fragrance family is *florals*, perhaps because we have more intimate associations with flowers than with sunny citrus or exotic oriental notes.
- Humans, like other animals, recognize their mothers, children, siblings, and even lovers by their individual odors. However, humans are unable to recognize their own unique odors.
- Our sense of smell is the only sense directly connected to the part of the brain that processes emotion, memory, and associated learning.

Raw Materials to Perfume Oils

Long after one has forgotten what a woman wore, the memory of her perfume lingers.
—Christian Dior

Perfumes are made from over 3,000 possible plant-based ingredients, derived from flowers, roots, leaves, stems, seeds, resins, herbs, bark, lichens, moss, and fruits. Perfumes wouldn't exist today if we weren't able to extract the oils from these raw materials.

A variety of techniques have been used over the years, but steam distillation remains the most common extraction method. This process was invented around A.D. 1000 by the Persian scholar Ibn Sina, who went by the name Avicenna. In this method, flowers, twigs, or roots are submerged in boiling water, and the resulting steam is captured and cooled. The steam then condenses back to water, and the oil separates from it, resting on the surface to await collection.

At Tijon we utilize steam distillation to create oils from locally grown products such as gardenia, rosemary, and some imported products such as lavender from Provence. We import other oils from many sources throughout the world, and we pay close attention because the quality varies greatly. For example, the original sandalwood groves have been overharvested, and there are now nineteen varieties. Also, we use care because many supposedly “pure” oils are diluted with alcohol or other chemicals. Testing the ingredients we wish to use to make a fragrance is always paramount.

Of course, possessing high-quality oils wouldn't mean much if we didn't understand how they blend. All oils are categorized into three “notes” based on evaporation rate, although some fit into more than one category. The unique balancing act in a mixture of notes is what gives a fragrance its distinct personality. One perfume will often include thirty to three hundred different scents.

Synthetic Oils

Nowadays, the primary ingredients in popular department store perfumes are synthetics rather than natural oils. Synthetic oils are created in the lab to duplicate the smells of specific plants, fruits, or other complex scents. By dismantling the unique chemical compounds of a scent, chemists can reassemble a fragrance. Most include benzene derivatives and aldehydes.

Synthetic oils offer greater variety and are more stable and less expensive than natural oils. Most pose no safety issues and like natural oils, they needn't be listed on the label as specific perfume ingredients. However, labeling laws do require certain synthetics—those that are potential allergens—to be identified. So, when you look at the ingredients of a perfume, the fewer listed, the better.

Department store perfumes—whether branded by Estee Lauder, Ralph Lauren, or Calvin Klein—are typically made by one of seven mega-industrial fragrance houses located worldwide. These houses, such as International Flavors & Fragrances (IFF), Givaudan, Firmenich, Quest, and Drom, are factory-style behemoths that create and manufacture perfumes in guarded secrecy.

Fun Facts:

- Over 10,000 synthetic scents are available to perfumers.
- Oils are derived from fruits with peels, like oranges, grapefruits, and limes, via *expression*, the pressing of the peel. The oil of any fruit that doesn't have a peel, such as a strawberry, peach, or coconut, is always manmade. Anytime you smell coconut outside of a coconut, you're experiencing a synthetic aroma, as the oil in a coconut has no scent.
- Most roses found in florist shops are bred to last longer and have very little scent.
- Oils aren't required to be listed on perfume labels unless they are on a list of about two hundred possible allergens; if they make the list, they need be mentioned as ingredients. So, the longer the ingredient list, the more potential problems for the wearer.
- According to a 2003 study, bourgeonal (a component of the lily of the valley scent) alters the calcium balance of human sperm and, when inside a woman, attracts sperm to swim following a "scent trail." But, a 2012 study cast doubt on the notion that sperm can smell.
- Some retail outlets inject fragrance into the air to improve the customer experience and to influence shoppers to spend more. This is accomplished via nano diffusion, using a machine that's tapped into the HVAC system.



What to Expect: Composing Your Perfume at Tijon

Perfume puts the finishing touch to elegance—a detail that subtly underscores the look, an invisible extra that completes a woman's personality. Without it there is something missing.
—Gianni Versace

Creating perfume is a combination of passion, inspiration, art, and chemistry. Like any artist, the perfumer starts with inspiration. Then he or she goes to work in the lab to compose an original and unforgettable combination of aromatic oils that is both pleasurable and memorable. At Tijon, you'll become the perfumer, making a uniquely scented work of art.

In the Tijon lab you'll work from our perfume organ (which you'll learn about in the next chapter) to blend fragrant oils, mixing top, middle, and base notes. There is no right or wrong way; it's all about experimentation. After you add each oil, you'll smell your beaker, and then tweak your creation accordingly—for example, if you desire a more floral scent, add another floral; if you'd like more citrus, add another citrus.

One note of caution: *Please* don't try to recreate your favorite discontinued fragrance. Most perfumes have sixty to one hundred ingredients—or more—and take months to develop. Knowing the primary notes of your favorite fragrance can point you in the right direction, but it won't enable you to duplicate the desired scent, and you could end up disappointed. Still, that doesn't mean you can't create a nice fragrance in a short time! After all, as we've said before, the original *Eau de Cologne* reportedly only had four oils: lemon, rosemary, bergamot, and orange flower.

What type of fragrance do you usually prefer? Floral, clean, or woody? Oriental, fresh or powdery? Fragrances are divided into “perfume families.” You may discover that your favorite fragrances are in the same family.

Students often struggle to add oils to their perfume that may help round out their creations as they don't find these oils particularly appealing. They naturally want to add only ingredients that smell good individually, not fully sensing that they're trying to steer their formula in a certain direction. Some want a spicy note, but don't particularly like the smell of clove, cinnamon, or other spice oils. We encourage you to experiment and dig deeper than your initial response to a specific scent. Creating a signature perfume or cologne isn't only about smelling, it's about learning to think like perfumer: envisioning the combination of oils rather than thinking of individual scents.

The blend you settle upon is called an *accord*, a mixture of oils used to create a new scent. Perfumers call it the *juice*.

Once the accord is finalized, perfumers add a touch of deionized or distilled water to all but the strongest of concentrations; this helps the scent disburse into the air and slows the evaporation of the

fragrance. They often add benzophenone-4, a powdery substance that helps the fragrance “carry on the skin” (perfumer’s lingo for “last longer”). In class we use propylene glycol or propanediol, an organic, odorless liquid, in place of the benzophenone-4, which doesn’t dilute into the perfume as easily or quickly.

The remainder of a perfume is comprised of denatured alcohol. Alcohol is a carrier that sustains the fragrance on the skin and helps it diffuse into the surrounding air. It makes the essences contained in the fragrance more soluble. Without alcohol, it would be difficult to smell a perfume, even from just a few feet away. In class, you will add alcohol as your final ingredient, then stir the mixture before the final step: bottling.

The alcohol in your perfume will be apparent when you first spritz it on; thus, it’s important to wait a few seconds to allow the alcohol to dissipate before evaluating the scent. The dry-down period occurs when the final phase of a fragrance develops on the skin, usually fifteen to thirty minutes after application.

What makes a five-star fragrance? Tijon believes that an outstanding scent is one that kicks your brain into action—it makes you think of something more specific as opposed to just spraying it on and thinking, “that’s nice.” A five-star scent may conjure up a memory, a future fantasy, or a new adventure. Or, you may compare the scent to something in your imagination. Of course, we hope your new perfume will remind you of Tijon and our beautiful island.

Fun Facts:

- Perfumes of the 1980s were quite heavy. Today more subtle fragrances are trending, and popular scents are light, clean and fresh.
- A recent article in *Smart Money* magazine noted that a Dutch biologist has developed an ingestible perfume that emits a pleasant fragrance when the pill-popper sweats. *Swallowable Parfum*, essentially perfume in a pill, is now on the market.
- Businesswomen and brunettes tend to prefer warmer notes that include vanilla.
- Younger women tend to prefer light scents and are often influenced by brand name, bottle shape, or celebrity endorsement.
- At Tijon you will become “the nose,” (the perfumer).

The Perfume Organ

*A perfume is like a piece of clothing, a message, a way of presenting oneself ...
a costume ... that differs according to the woman who wears it.*

—Paloma Picasso

The perfume organ is the perfumer's workshop of oils. It's called an organ because it's shaped like its namesake musical instrument to provide easy access, and because each oil will produce a different note in the final composition. You will have the opportunity to work from Tijon's perfume organ, with more than 300 oils from which to choose. We also offer stations of the forty most popular oils if you feel overwhelmed by such a vast array of options.

Some oils, including rose, jasmine, tuberose, lavender, lime, cinnamon, black pepper, ylang-ylang, vanilla, amber, musk, patchouli, and sandalwood, have aphrodisiac properties. One participant, Linda from California, paid particular attention when we revealed in the intro to "Perfume 101," our longer class, that scientific studies have proven that lavender and pumpkin pie are the most effective scents for enhancing male sexual arousal. Naturally, she made a perfume focusing on those two aromas. When we bumped into her a few days later, we inquired about the perfume's effectiveness and were treated to a warm smile and approving nod. It was her fortieth wedding anniversary, and the fragrance had proven itself to be quite magical.

Our instruction in creating your fragrance begins at our perfume organ. We describe Individual notes, starting with the top notes. These notes, often citrus scents and the lightest of the bunch, disappear within five to twenty minutes. A nice perfume could be made with only lime oil, but the fragrance wouldn't last long. Top notes frequently include bergamot, lime, grapefruit, fig, lemon, and coconut.

When our manager, Mili, was explaining oils at our perfume organ to a class of ladies, she accurately described top notes as lasting only a few minutes and then being finished. One of the ladies in the class blurted out, "just like men."

Middle notes serve three primary purposes: They help define a perfume's character, help classify its fragrance family, and can modify its base notes. It takes approximately ten minutes for middle notes to develop on the skin, and, with the assistance of top and base notes, they can last for hours. Middle notes tend to be rich in floral scents. Middle notes tend to be rich in floral notes, and often include rose, jasmine, gardenia, lily, tuberose, and freesia.

Base notes tend to be the most heavily scented and longest-lasting ingredients. They're frequently referred to as fixatives because they prolong the evaporation rate or dry down. They give perfume its depth. Base notes are the last element of a fragrance we smell, though on their own many of the scents in this category seem hideous to the untrained nose. Patchouli, sandalwood, musk, oak moss, amber, and vanilla are examples of base notes.

Ambergris from sperm whales, civet from a cat-like animal and castoreum from beavers are all base oils that were extracted from animals and used as common fixatives in earlier perfumes. Today, they've been completely replaced by synthetics to protect the animals from which they were derived. Musk, a substance obtained from a scent gland near the anal gland of the male musk deer, was the most popular animal oil. Despite its popularity, one has to wonder who discovered it—and why?

Common Oils

Rose and jasmine are found in some capacity in most perfumes. Other common oils include:

Bergamot is an inedible small, roughly pear-shaped citrus fruit, named after the Italian city of Bergamo. Its scent is a cross between pear, lemon, orange, and grapefruit, its scent is fruity-sweet with a mild spicy note. The oil is expressed from the ripe peel and thanks to its sweet freshness, it's used extensively in both men's and women's perfumes, primarily as a top note. Bergamot oil is also used for flavoring purposes—for example, in Earl Grey tea.

Patchouli, distilled from the leaves of a shrubby mint bush producing a musty, earthy scent, was popular incense oil in the 1960s. It's now a base oil in approximately a third of all women's perfumes and half of all men's perfumes, helping the new blend of oils last on the skin.

Frankincense has been distilled from the resin of a tree most often harvested in the Somalia region for thousands of years. It was one of the three gifts presented to Christ by the Magi and is utilized as incense within the Catholic Church. In fragrance, frankincense offers a rich base note that inhabits a unique space in the perfume pantheon: a scent that can be deeply meditative, warming, and comforting.

Sandalwood offers a warm, woody aroma that's used as a base note in over half of all women's perfumes and a third of men's perfumes. The original sandalwood has been overharvested, and there are now nineteen varieties of sandalwood trees harvested for their oil.



The Perfume Families

If you don't smell good, then you don't look good.
— Katy Elizabeth

Before you participate in your class at Tijon, it will be helpful to think about the type of fragrance you'd like to create. All fragrances fall into "families," with each family sharing the same characteristics and notes. *The Société Française des Parfumeurs* (French Society of Perfumers) has classified scents into seven traditional perfume families, each with subcategories, plus two "unofficial" families. These families are listed below along with examples of each. By understanding which families you tend to gravitate toward, you can begin to find inspiration for your signature scent.

Citrus Family

This family features essential oils from the zest of fruits such as lemon, bergamot, orange, and grapefruit. If you're looking for energetic freshness, consider the numerous citrus oils available when creating your perfume.

Subcategories:

Citrus
Floral Chypre Citrus
Spicy Citrus
Woody Citrus
Aromatic Citrus

Examples:

Eau Savage (Dior)
Sporty Citrus (Michael Kors)
Bergamotto de Calabria (Aqua di Parma)
Neroli Portofino (Tom Ford)
Velvet Bergamot (Dolce & Gabbana)

Tijon perfumes:

La Jolla
2.0
Coronado
Cliché
Del mar

Floral Family

This is the largest family, containing perfumes whose principal theme is a flower: rose, jasmine, violet, lilac, lily of the valley, narcissus, tuberose, etc. If you prefer deep, rich floral scents, consider white flowers such as jasmine, tuberose, and gardenia. If you prefer subtle florals, add freesia, lily of the valley, peony, or magnolia. If you seek tropical florals, add orchid or frangipani.

Subcategories:

Single-fragrance Floral
Lavender
Floral Bouquet
Green Floral
Aldehydic Floral
Woody Floral
Fruity Woody Floral

Examples:

Joy (Patou)
Paris (Yves Saint Laurent)
Trésor (Lancôme)
Diorissima (Dior)

Tijon Perfumes :

LaSavane
Shallae
Baie Rouge

Fougère Family

The name of this family is purely notional, as the French word *fougère* means “fern.” We perfumers don’t attempt to reproduce the smell of ferns! These perfumes feature blends usually composed of notes such as lavender wood, oak moss, and bergamot, and smell “greenish,” or herbaceous.

Subcategories:

Fern
Sweet Oriental Fern
Flowery Oriental Fern
Spicy Fern
Aromatic Fern

Examples:

Jicky (Guerlain)
Fougère Royale (Houbigant)
Azzaro Pour Homme (Azzari)
Canoe (Dana)

Brut 33 (Fabergé)

Tijon Perfumes :

Lavender Fig

X.2

Chypre Family

Chypre is the French word for Cyprus, an island in the Mediterranean Sea, and the birthplace of the goddess of love, Aphrodite. François Coty popularized this family of fragrances with his 1917 creation of a perfume he simply called *Chypre*. These perfumes are warm and dry with a woody, mossy accord of bergamot, oak moss, patchouli, and labdanum (from the cistus, or rock rose plant). Occasionally, these scents contain elements of fruits or flowers.

Subcategories:

Chypre

Flowery Chypre

Aldehydic Flowery Chypre

Fruity Chypre

Green Chypre

Aromatic Chypre

Leather Chypre

Examples:

Mitsouko (Guerlain)

Mademoiselle (Chanel)

Gucci Guilty (Gucci)

Bandit (Piguet)

Jules (Dior)

Tijon Perfumes:

3.0

Orange Patchouli

Woody Family

This family is earthy with notes of, (you guessed it!) wood! It's comprised of perfumes with warm elements, such as sandalwood and patchouli, as well as dry scents like cedar and vetiver, whose base notes are often citrus and lavender blends. Spicy, fruity, herbal and even floral notes are sometimes added to fragrances in the woody family. Woody, amber-like fragrances include traces of amber and sandalwood with some added spices.

Subcategories:

Woody

Citrus Conifer Woody
Aromatic Woody
Spicy Woody
Leather Spicy Woody
Oriental Woody

Examples:

Obsession (Calvin Klein)
Vetiver (Guerlain)
Allure Homme (Chanel)
L'Homme (Yves Saint Laurent)

Tijon Perfumes:

Ile Pinel
SXM
Au Contraire
Sandalwood Vanilla

Oriental Family

Described as rich, sensual, and spicy, this family is dominated by amber. Often thought of as opulent, perfumes in the Oriental family contain rich scents like musk, vanilla, cinnamon, orchid and orange flowers, and cloves. The subcategory of sweet Orientals is perhaps the easiest to wear without being overpowering.

Subcategories:

Woody Flowery Oriental
Spicy Flowery Oriental
Sweet Oriental
Citrus Oriental
Flowery Semi-Oriental

Examples:

Coco (Chanel)
Allure (Chanel)
Poison (Dior)
Angel (Thierry Muglar)
Opium (Yves Saint Laurent)
Shalimar (Guerlain)

Tijon Perfumes:

Eclectique
Caye Verte
Amber Musk

Leather Family

This family is unusual in perfume manufacturing. It comprises perfumes featuring dry notes, which attempt to reproduce the characteristic smell of leather (smoke, burnt wood, tobacco, etc.), and top notes with floral overtones.

Subcategories:

Leather
Flowery Leather
Leather Tobacco

Examples:

Cuir Amethyste (Armani Privé)
Cuir de Russie (Chanel)
Black Pearls (Elizabeth Taylor)
Azurée (Estée Lauder)
Lonestar Memories (Tauer Perfumes)

The “Unofficial” Families ...

Green Family

Some say this is a lighter version of the Chypre family. These perfumes offer a fresh character and are reminiscent of cut green grass and new green leaves. They smell uplifting, crisp, and zingy.

Examples:

Chanel No. 19 (Chanel)
Beautiful (Estee Lauder)
Safari (Ralph Lauren)
Miss Dior (Dior)

Tijon Perfumes :

Très Beau
Anse Marcel

Ozone-Oceanic Family

The newest fragrance family, the perfumes in this category are clean-smelling. They are based wholly on synthetic materials reminiscent of sea spray, fresh mountain air, and just-washed linen. Many of today's androgynous perfumes belong to this family.

Examples:

Ozone (Franck Boclet)

L'Eau d'Issey (Issey Miyake)

Into the Blue (Escada)

Tijon Perfumes:

Solana

Fun Facts:

- Arpège, a 1927 perfume by Lanvin, is considered one of the world's classic scents. Contrary to what many think, it's not an Oriental, but a floral-aldehydic perfume.
- Chanel No. 5 is a floral.
- Guerlain's Jicky, introduced in 1889, is the oldest fougère and may have been the first popular perfume to use chemical synthetics.
- Tijon has created more perfumes in the floral and citrus families than in any other perfume family.



Naming Your Perfume

*The creation of a perfume is an act of love, whether real or imaginary.
I am romantic. I couldn't imagine living without dreams.*

—Nina Ricci

For many of our students, the most difficult part of creating a fragrance is selecting a name for their signature scent. Participants often come prepared to learn and create but have given little or no thought to what they're going to call their finished product. Since you're reading this book, you have the advantage of being able to consider the name of your fragrance ahead of time.

Many students ultimately choose references to their own names, the island (for example, "*Sweet Maarten*" and "*Scent Martin*"), or French verbiage. We chose the name "Tijon" (pronounced "Tezhon") by blending our son's nickname—T. J., short for "Tyler John"—with a French-sounding twist. To be fair to our daughter *Shelli*, we named our first perfume *Shallae*. When it came time to name our men's fragrances, we'd run out of children to use as inspiration, so we settled for 2.0, X.2 and 3.0.

Product names can be as unique as the scents themselves. The first couple to take our class together at Tijon, our friends Mark and Robin, chose *Rocco* for him and *Bambi* for her, resulting in a good laugh about their sexual fantasies.

Students often find inspiration from their lives. One New Yorker, who worked in Manhattan for Calvin Klein's clothing division, named hers *SXM in the City*. (SXM is St. Martin's airport code.) One thoughtful honeymooner made a perfume for his mother and gleefully named it *Mommy's Little Monster*, and a beautiful young opera singer was *In Love on the Beach*. Sonia from Chicago named her fragrance *Atia's Dream* in honor of her three-year-old niece, who had just finished chemotherapy for leukemia. A favorite was *Sandy Polished Toes*, from a woman who walked into class with sand on her feet. And, one lovely grandmother named Dot creatively called her fragrance *Dot.Com*.

Others draw from the written word. Christina, originally from San Diego but studying veterinary medicine at Ross University on the island of St. Kitts, named her perfume *Now*. When we asked about the meaning, she replied, "I felt it appropriate to label my perfume as a nod to enjoying and embracing life in the moment and appreciating everything that brought me to this point." Her source of inspiration was a quote by author Asha Tyson. Similarly motivated, one student named Stacy called her fragrance *Phenomenal* after Maya Angelou's poem *Phenomenal Woman*, which every woman should read.

Other interesting names have included *Romeo No. 5*, *Sexy Orchid*, *Besa Me* ("kiss me" in Spanish), *Volim* ("love" in Croatian), *Moana* ("ocean" in the Hawaiian language), *Bon Bini* ("welcome" or "hello" in Papiamentu, a Caribbean language), *Virgo Queen*, *Morning-After Kiss*, *Dieu de Manche*, *Citrus sans*

sans Sucre (French for “Citrus without Sugar”), *Wired*, *Glitterazzi*, *Squisito* (Italian for “Delicious”) and *Lorgasm* by *Laura*.

It’s best to start thinking of possible names for your fragrant creation well before you come to class. Inspiration may come from family, pets, the island itself, or the oils you choose. If you want your perfume or cologne to have an exclusive name, Google the monikers you have in mind to see if they’ve been used for a fragrance.

Fun Facts:

- While a perfume name can be trademarked, surprisingly the formula cannot be patented. That is why it’s legal for a shop at a mall to offer a fragrance “like *Chanel No.5*,” even though this product uses lower-quality ingredients than its namesake.
- There are two versions of the story of the origins of the name *Chanel No. 5*. One claims that five was Coco Chanel’s lucky number; the other version asserts that it was the fifth trial fragrance selected.
- Among the more questionable names for commercial perfumes is *Funeral Home* by Demeter, which also has a perfume called *Earthworm*.
- Some of Tijen’s most popular perfumes are named after our favorite places in St. Martin: *LaSavane* and *Anse Marcel* are nearby villages; *Baie Rouge* is a popular island beach; and *Île Pinel* is a beautiful, uninhabited off-shore Island, where St. Martin residents and tourists alike go to relax.



Describing Your Perfume

*Perfume is like a parenthesis, a moment of freedom, peace, love
and sensuality in between the disturbances of modern living.*

—Sonia Rykiel

The tradition of perfumery has an older and richer vocabulary than the arcane, but more familiar descriptions of fine wine. For example, a scent's bouquet can be "subtle," "full," or "pungent." A subtle bouquet blends demurely with the body's chemistry, while a full bouquet is distinctive and assertive. A pungent bouquet tickles the nose, filling our environment with essence.

Sillage, pronounced see-yazh, is a French term used to describe the extent of the scented trail left by a fragrance's wearer. *Sillage* has nothing to do with the richness of the composition, but rather with the diffusive nature of the ingredients. Perfumes that are more diffusive are said to have a strong *sillage*, while those with a less pronounced *sillage* are known as "intimate."

After asking our new perfumers to name their creations, we ask them to describe their concoctions. Typical responses include "soft citrus with floral undertones," or vice versa. But, many students come up with descriptions that are much more vivid. Stacie, a nursing student in Boston, named her perfume *Belle à la Plage* and described it as, "the way you should smell fresh out of the shower after a day at the beach: clean, light, with a lingering hint of sunscreen."

Why do we describe perfumes in such intimate detail? The way we talk about fragrance is rooted in the unique way that each of us perceives scent. Exotic and intimate perfume descriptions suggest the scent itself is exotic and intimate, and these terms can be expertly used as an inexpensive marketing tool.

Perhaps you'll discover inspiration for your fragrance by reading how a few past students described theirs:

Sarah, a dance instructor in Dallas who named her perfume *Pas de Deux* (a ballet term meaning "duet dance"), described her scent as "a bold array of strength and femininity, mixing wood, floral, and vanilla notes into one symphony of smells. Inhale deep. The nostrils will rejoice."

Surprisingly, our favorite description came from a ninth grader, Julia, who took a class with her mother during a cruise. Naming her favorite concoction *The Asian Vampire*, she described her complex formula of twenty-five oils as a scent reminiscent of "walking into a coffee shop, smelling fruit, caramel, and a mixture of randomness, with a hint of sunscreen and old people." Her future, if not as a perfumer, may be as a writer.

Lori from Chicago described her *Bubbling Brown Sugar* perfume as “a jaw-dropping sexual attraction scent.” Lenor described her *Raven* perfume as “Freshness in a bottle, walking in the night, the wind blows and a whiff of vanilla, musk and tea capture the evening.”

Sloan, after creating *Passion Crest*, described it “like diving into the passion of the tropics with this new cologne by the House of Hawthorne. This scent mimics the crash of waves on your skin.”

The description of a perfume is critical because the brain is the only organ more important than the nose in perceiving and portraying a particular scent. Before you ever smell a perfume, your brain begins to shape your experience of it based on its name.



Tips on Wearing your Fragrance

The beauty of fragrance is that it speaks to your heart...and hopefully someone else's.
—Elizabeth Taylor

Where should you wear perfume? Many people would say on pulse points and elsewhere—not a bad start. Coco Chanel said, “wherever you want to be kissed.” But, the best answer we’ve heard came from a woman who spoke up during a perfume demonstration given to a bus tour. When we asked where perfume should be worn, she raised her hand and boldly exclaimed, “on my husband’s credit card.” Below are more specific tips on how, where and when to apply your custom fragrance.

- Start by *layering your scent*, (wearing the same scent in different forms). Fragrance rises. If you apply fragrance only on your neck or behind the ears, the scent will slowly rise and disappear. Begin with a scented shower gel, or a scented soap. Next, apply perfumed body lotion to slightly damp skin.
- Apply fragrance where the *skin is warmest* (your “pulse” points: your wrist, inner elbows, front of the neck, navel, behind your ears, and your décolletage). The heat generated in these areas will prolong the scent.
- Scents last longer when applied *after bathing*, when your pores are open.
- There are three types of perfume wearers: ones who doesn’t wear enough, ones who wear too much, and ones who wear the right amount. You don’t want to knock out your friends, nor do you want to waste your perfume by wearing one drop at a time. *Two to three sprays* are usually fitting, though it depends on the perfume’s concentration.
- **Don’t rub** your wrists together after spraying perfume on them. The friction will alter the perfume by destroying the delicate top notes, speeding the fragrance directly to its next step, and limiting its lasting power.
- If perfumes don’t last long on your skin, rub a little *petroleum jelly* onto the areas where you spray them. This gives the scent something to adhere to, providing more staying power.
- Don’t spray perfume on *clothing*. Fragrance is formulated to be applied to the skin. If applied to fabric, the fibers could change the character of the fragrance—not to mention that the scent might stain the fabric.

- Don't use perfume near *pearl or costume jewelry*. The alcohol in perfumes can cause pearls to yellow and can strip the coating off fashion jewelry.
- To instantly *tone down perfume*, swab offending spots with a cotton ball dampened with rubbing alcohol.
- Your hair holds scent longer than skin. *Scent your hair* by spraying some perfume on your hairbrush before brushing. This is better than spritzing your hair directly as the alcohol in the perfume may harm your tresses.



Now That You're a Nose

I felt something so intense, I could only express it in a perfume.

—Jacques Guerlain

Once you've created your own fragrance, you *are* a perfumer. Whether you wear it daily or weekly, or put it away for a rainy day, you've created a fragrance that will always remind you of St. Martin. And, don't be afraid to show it off to others. Because we all smell scents differently, some may be disinterested while others will be impressed, asking where you purchased such a beautiful perfume.

Chad Benefield, an on-air country music radio host in the U.S., blogged about making his custom fragrance, "I am very proud of my bottle of *Chadwick*. I have been asking everyone I know to sniff me. I have even asked a few strangers. Some have. Some have run the opposite direction. One tried to mace me ..."

How long will your fragrance last in the bottle? Perfume's three enemies are sunlight, heat, and humidity. Keep it away from these three and your fragrance should last for years—although, we prefer to say it will last as long as you enjoy it.



10 Things To Do in St. Martin

Besides the beautiful beaches, restaurants, and, of course, making perfume, there are plenty unique things to do on St. Martin. Below are some local favorites.

1. Enjoy the sunsets. You can reach a favorite location by climbing the steps to Fort St. Louis in Marigot; bring a bottle of wine and take in the tremendous view of the city, the harbor, Anguilla, and sometimes Saba. Or, pick up a beverage at the lolos or G's Snacks in Grand Case and walk out onto the cement pier.
2. Enjoy a pre-dining experience with a French baguette, cheese, and French wine.
3. Shop. Downtown Marigot and Front Street in Philipsburg are the most popular shopping spots. But don't forget Back Street in Philipsburg; it's where the locals shop.
4. Watch the planes coming in for a landing just a short distance over your head—a particularly memorable experience when an Air France or KLM Jumbo Jet touches down.
5. Take a sailing trip around the island or a ferry to the beaches at Isle Pinel.
6. Walk through the old cemeteries in Marigot and near the far western part of Grand Case beach.
7. Visit the Marigot Museum, hidden on the way to Fort St. Louis.
8. Hike hidden trails throughout the hillsides and valleys. Buy a book on the hiking trails at the Phillipsburg Museum on Front Street. You can also hike at Lotterie Farm and or take a nice short trail to Happy Bay.
9. Park at the wooden lookout stand between the French Quarter and Oyster Pond. Walk in the ocean, in one to three feet of water, to the small rock islands offshore and hunt for shells and sea glass. Wear shoes.
10. Meet locals! They're interesting, friendly, and engaging.



10 Things to Get Used to in St. Martin

1. Red wine chilled. Even at the finer restaurants, your selection comes chilled, as keeping it cool is the only way to ensure it doesn't spoil in the tropical heat.
2. Outdoor urinals with three-sided walls at French beach bars. The Europeans are less inhibited about such things.
3. Men peeing in bushes along the sides of the roads. The locals are less inhibited than Europeans.
4. Big potholes (more like craters) intermixed with small potholes. Road repairs are few and far between.
5. The island's narrow primary two-lane circular road. It's laden with goats, houses, stores, unmarked speed bumps to slow the traffic (why can't they paint those dang bumps?), and cars stopping along the way to chat with friends.
6. The color of the ocean—a gorgeous, clear azure blue—and the beauty of the mountains hovering over the seashore.
7. Short showers to save on water costs, and using cistern water where possible.
8. Topless women at the beaches. At first I lost a contact, and later stared. Now I hardly notice, likely due to assimilation, failing hormones, or both.
9. Honking to let another driver know they can cut in, or to thank another car for letting you cut in.
10. Ti Punch. We started drinking this rum-based cocktail because it's the local thing to do. We continued drinking it because it's the least expensive alcoholic drink. Now, we drink it because we like the taste. A friend likens ti punches to women's breasts: one isn't enough; two are perfect, and three are too many.



See You Soon!

Inspiring personal creativity and personal comfort—one fragrance at a time.
—Tijon

Learning about perfumes and how they're made can't compare to smelling them and creating them yourself—that's why we're so excited to welcome you to Tijon! We trust this book has gotten your creative juices flowing in preparation for your time with us, and look forward to helping you discover the world of fragrance firsthand as you create your signature scent. See you soon!

