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Love at First Sniff

This Valentine's Day, Tijon diffuses the scent of seduction.

By Emily Webb | Photos Courtesy of Tijon

Love is in the air at Tijon—and just in time for Valentine's Day, the day of year everyone loves to hate. But no matter your Facebook relationship status, these luxe scent masters have a unique scent for you.

Located in La Jolla, Tijon is boutique parfumerie that offers the unique opportunity to make your own perfume or cologne in their laboratory. With assistance from employees, you can select a mixture from more than 300 oils, while learning the process of perfume production.

Picking out your favorite scent may not seem like a brain buster, but there is more to this olfactory science than meets the nose. Studies show that the smelling pumpkin pie, lavender and cinnamon increase blood flow in men by 40 percent, evoking strong desires and emotions that can enhance attraction. And cucumber, anise and rose are scents that have been found to arouse women. When these scents are inhaled, messages are sent to the brain that trigger old memories, sparking romantic or carnal feelings and increasing genital blood flow. So while you may not attract the love of your life by dousing yourself in pumpkin pie oil, it's nice to know that perfume isn't just skin deep.

To celebrate the "week of love," Tijon's usual perfume creation experiences will have guests experimenting with a twist in aphrodisiac-focused, make-your-own perfume and cologne workshops from Feb. 9 to 16.

"From long-time couples, who want something out-of-the-ordinary, to fun-seeking singles, who want a girl's-day-out activity, these workshops are a fun way to uncover the combinations of fragrant oils that are shown to attract partners," said Rachelle Crumrine, president of Tijon USA.

Guests of the valentine-inspired workshops will enjoy chocolate nibbles and a special completion toast, while discovering their perfect, one-of-a-kind fragrance. ■

