



## SCENT YOURSELF HAPPY

So often scent is talked about as armour, part of a character we present to others. But we also know the power of fragrance: aromatherapy oils, for instance, can have a dynamic effect on our emotional state. Now, new fine fragrance brand **Edeniste** has taken the link between smell, the brain and our emotions even further.

It has created a perfume range that has been scientifically tested to show it can help how we're feeling, to improve our emotional wellbeing. Think of it as active fragrance.

It's founded by Audrey Semeraro, who grew up near Grasse in France, known as the home of perfumery. The daughter of a nuclear physicist, Audrey was astounded that no one in the perfume world was creating scents specifically to make people both smell and feel good.

She believes we are only at the beginning of understanding how powerful the links are between olfaction and our brains, but it is being studied 'for

health and to cure illness'. But don't think that means the resulting fragrance line feels sciencey – it's luxurious and highly desirable in its own right.

It also has two strands. First is an eau de parfum line developed with major Japanese fragrance house Takasago and its senior perfumer Aurélien Guichard. Each of the seven creations contains a central patented 'destress accord' that has been clinically

tested for efficacy in reducing or inhibiting a subject's physiological reaction to stress.

I love the **Vanille Irrésistible**

(£96) and **Jasmin Cruel** eau de parfum active (£68) but there are oud, neroli and rose-based creations too.

Then there is a collection of Lifeboost products (£68 each) specially designed and proven to harness a mood: Relax, Energy, Happiness, Wellbeing, Dream, Seduction (the last two were created by big-name perfumer Jerome di Marino). Use them alone or layer when needed.

Exclusively at Harrods and [harrods.com](http://harrods.com).

**The range is aimed at improving the way we feel**

