



**essenzapura**

# Smell, the sense of memory and emotions



The sense of smell is closely linked to the part of our brain that stores memories and turns them into emotions. Smell can influence our mood, it can bring back memories, it can improve concentration and stimulate some emotions over others. As many as 75% of the emotions we experience during the day are recalled by the sense of smell and the scents that surround us. Precisely for this reason we have a greater propensity to remember something if it is connected to a perfume rather than something we can only see, touch or hear.

A fragrant environment is pleasant, invites you to stay and improves the quality of the spaces, not only at home, but also in the workplace. Commercial realities, like all those related to the permanence of people in a closed environment, benefit from an effective and pleasant fragrance.

## WHY IS SCENT IMPORTANT?

Studies show that customers are more likely to perceive areas with a pleasant scent as more luxurious and exclusive. This results in a longer stay of potential buyers in places that use a fragrance system. In addition, the fragrance activates the memory and associated emotions, prompting customers to remember the place positively and encouraging them to repeat the experience. In addition to these benefits, the room fragrance:



### IMPROVES BRAND RECOGNITION

Scent is a strong element in improving brand recognition, as it has the power to connect a brand or a product with the buyer's emotions. The olfactory sensory signals increase turnout, sales, time spent inside the sales space and brand recognition, thus building customer loyalty.



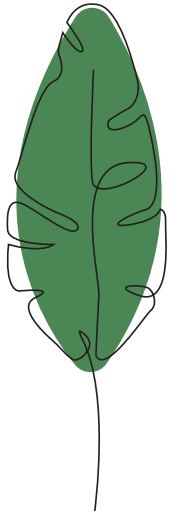
### IMPROVES CUSTOMER EXPERIENCE

Smell is the first impression perceived, albeit at an unconscious level, by the customer, especially when it comes to places where personal service is important. The goal of a perfume is to remain etched in the memory of a guest, becoming an integral element in the sensory experience right from his or her arrival.





# Fragrance Range



## sentiero segreto

A fresh and green scent, relaxing like the generous leaves of the fig, the sweetness of the fruit leaves room for the fragrance of basil and wood, bringing to mind those long childhood walks in the wild and hidden paths. Sophisticated and decisive scent, sweet and persistent, suitable for warm seasons and all environments.

### FRAGRANCE NOTES:

#### TOP NOTES



**Fig**

Green accord

#### HEART NOTES



**Basil**

Iris

#### BASE NOTES



**Redcurrant**

Tomato leaves

HERBACEOUS

SWEET

INTENSE



## labdanum

A warm and spicy scent, decidedly woody but also herbaceous and balsamic, with notes of leather and amber. Perfect for men's high fashion boutiques, professional studios but also ideal at home, for a chic and fun evening.

### FRAGRANCE NOTES:

#### TOP NOTES



**Cedar**

Amber

#### HEART NOTES



**Labdanum**

Lignum vitae

#### BASE NOTES



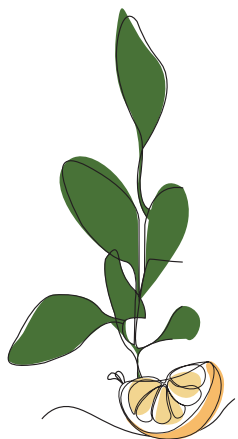
**Cardamom**

Tonka

WOODY

WARM

MEDIUM



## giardino delle Esperidi

In Greek mythology the garden of the Hesperides is a fantastic and enchanted place where young girls, daughters of Zeus, guarded the magical trees with golden fruits. These precious fruits were citrus and it is very likely that they were cedars.

Wild scent like a walk in an abandoned citrus grove, where the scent of the fruit mixes with the ever-present green herbaceous note.

### FRAGRANCE NOTES:

#### TOP NOTES



Green accord

Lemon

CITRUS

#### HEART NOTES



Cedarwood

Ginger

HERBACEOUS

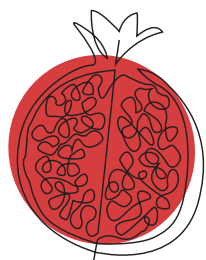
#### BASE NOTES



Sour orange

Powdered sugar

MEDIUM



## la vie en rouge

A table overflowing with freshly picked fruits, in the yard of a country cottage. This is Vie en Rouge, where sweet and delicious hints of fruit alternate with unusual and sophisticated floral notes, of those flowers that surround and frame the farmyards of the past, magnificent companions of a carefree and happy Sunday afternoon. Infinite sweetness.

### FRAGRANCE NOTES:

#### TOP NOTES



Peach

Grapes

FRUITY

#### HEART NOTES

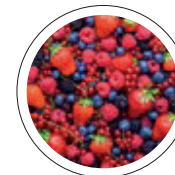


Jasmin

Redcurrant

FLOWERY

#### BASE NOTES

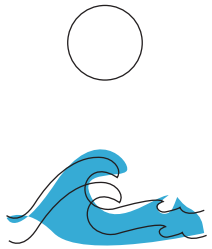


Red fruits

Honey

MEDIUM





## *oltremare*

The marine notes of this fragrance give rise to a fresh and moist scent, which immediately brings us back to the thought of the sea.

It is a particular marine scent, strongly aromatic, suitable for sports and summer environments. But it is equally perfect in all situations where freshness is appreciated or even required.

### FRAGRANCE NOTES:

#### TOP NOTES



**Saline**

Marine accord

#### HEART NOTES



**Moss**

Geranium

#### BASE NOTES



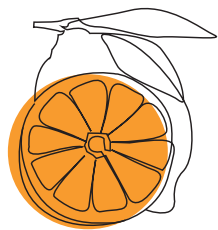
**Gorse**

Hawthorn

MARINO

FRESH

INTENSE



## *macchia mediterranea*

A complex citrus accord, the bitter orange is immediately evident and is expressed in the sumptuous palette of Sicilian citrus fruits: lemon above all.

The basic woody agreement makes it suitable for all seasons, and is perfect for the hall of a large hotel, a refined boutique and in general for sophisticated and charming homes. Unmissable.

### FRAGRANCE NOTES:

#### TOP NOTES



**Cedar**

Lemon

#### HEART NOTES



**Orange**

Citrus zest

#### BASE NOTES



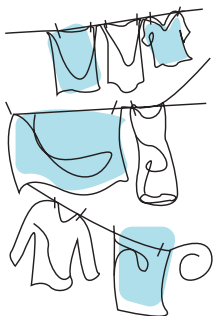
**Bergamot**

Sandalwood

CITRUS

WOODY

MEDIUM



## *coccole di casa*

Pampering at home, like the scented sheets of a country cottage.

The scent of freshness, of cleanliness, of towels hanging out in the sun. Intense and persistent fragrance, suitable for all seasons, perfect for bathrooms and bedrooms but also home textile shops.

### FRAGRANCE NOTES:

#### TOP NOTES



**Flax**

Lily of the valley

FRESH

#### HEART NOTES



**Jasmin**

Apple

TESSUTO

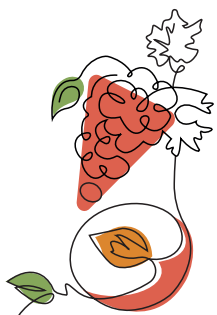
#### BASE NOTES



**Cotton flowers**

White musk

INTENSE



## *red velvet*

A peach orchard at the end of July. Sweet, velvety, luscious aromas.

Strawberry, grapes and floral notes emerge immediately and persist throughout the olfactory experience, which is both sweet and fresh at the same time.

### FRAGRANCE NOTES:

#### TOP NOTES



**Lemon**

Orange

FRUITY

#### HEART NOTES



**Peach**

Grapes

SWEET

#### BASE NOTES



**Vanilla**

Musk

INTENSE



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