

# THE WELLNESS COLLECTION



MOOD, SLEEP FOREST  
THERAPY

# MOOD THERAPY



Our new and exclusive group of WELLNESS TECHNOLOGIES developed with the leading experts.

Mood Therapy provides our perfumers with the ability to create fragrances that can enhance our overall emotional wellbeing. Using patented perfumery design rules created by the experts and validated by scientific research and testing, we can create certified solutions with specific mood benefits.

**BASED ON LONG STANDING RESEARCH AND SCIENTIFIC VALIDATION, MOOD THERAPY OFFERS EMOTIONAL BENEFITS TO FRAGRANCE, COVERING A RANGE OF POSITIVE MOODS.**

# ENGAGE WITH YOUR EMOTIONS

Emotions are subjective and can be short-lived responses or a long-lasting effect caused by an underlying mood, and in an era of rising tensions and negativity, the quality of our emotional health is essential to our wellbeing. Products that evoke an emotional response are more likely to be successful, they influence decision making, engage with consumers and help to establish loyalty.



# THE POWER OF FRAGRANCE



When we smell, the aroma binds to the many receptors located inside our nose, sending electrical signals to the brain.

75% of our emotions are triggered by smell alone, and your sense of smell is most closely linked to the part of your brain responsible for emotional and memory processing, producing thoughts, feelings, and behaviours.

This gives scent the power to spark vivid memories and modulate your mood. Mood Therapy uses this knowledge to blend neuroscientific measurement techniques with perfumery expertise, allowing us to offer real emotional benefits.

Our Mood Therapy solutions are tailormade to our requests and backed by a Certificate of Technology Compliance. You will receive a certificate providing details of the fragrance and the benefits associated with the technology, and any patent information that the fragrance complies with.

# MOOD PORTRAITS



Mood Portraits™ is a method created by our experts to find a deeper link between fragrance and emotion, through visual stimuli.

Participants are asked to smell a fragrance and select images that represent the emotions that the fragrance evokes.

The top selected images are combined to create a profile of the mood for each fragrance, and these are then analysed to determine the emotional benefit of the fragrance.

This technique along with other neuroscientific methodologies were then used to map odours by mood, creating a sensory profile to define which odours consistently evoke a particular mood state. And this is what we call Mood Therapy.

# THE MOOD THERAPY RANGE

## SERENE

Intoxicating florals are sweetened by the scent of summer fruits, before powdery petals of lilac and white jasmine soften a herbal heart of lavender and pine. A sweet balsamic base of woods, musk and vanilla create a lingering trail.



## ENERGISE

Sweet and fruity, the fragrance bursts to life with dazzling fresh citrus tones blended with crisp apple, and breezy ozonic notes. A vibrant heart of lily, jasmine and orchid comes to rest on a base of autumn leaves, sweetened with sugar and gentle musks.



# SLEEP THERAPY



Sleep is essential to our daily lives, helping us to function effectively.

It lies at the centre of our mental and physical health, helping to strengthen our memories and creativity, improve our hearts, and reduce depression.

While there are already ties between scent and sleep, with the basis of aromatherapy being built on this, our Sleep Therapy fragrances are based on the relationship between emotion and behaviour.

# BENEFITS OF SLEEP



Sleep is at the centre of your mental and physical wellbeing. It has amazing powers over your memories, improves your heart, decreases depression, increases creativity, and generally improves your overall health.

Sleep helps to repair your body, which in turn improves the quality and length of your life. A good night's sleep can help to lower your blood pressure and stress levels, which are a natural result of today's fast paced lifestyle.

The physical effect of stress can propel the ageing process, and sleep can help to slow these effects, encouraging a state of relaxation.



# HOW DOES SLEEP THERAPY WORK



Created using the latest scientific techniques that measure sleep quality, Sleep Therapy is based around the physiological effects of sleep.

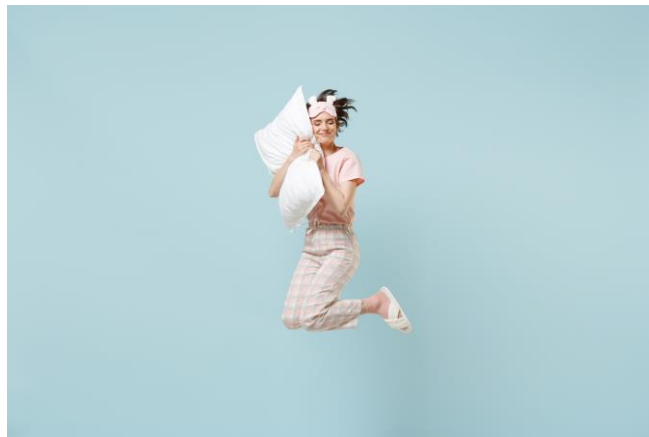
This is measured through scanning brain wave activity and monitoring body movement, alongside validation tests that measure the effects of fragrance compounds on overall sleep quality.

From this information we can identify what fragrance compositions effectively enhance the quality of sleep and how to balance these preferred ingredients in order to achieve this.

# THE SLEEP THERAPY RANGE

## BEDTIME

A sleep-inducing fragrance opening with luscious orange and lemon notes, leading to an intense floral heart of muguet, violet and magnolia. On dry down, all this rests on a comforting base of sandalwood and sweet vanilla.



## DREAM ON

A herbal aromatic fragrance where relaxing lavender and fresh eucalyptus are enveloped by a heart of vibrant green stems and cool marine notes followed by a base of tonka bean and oakmoss



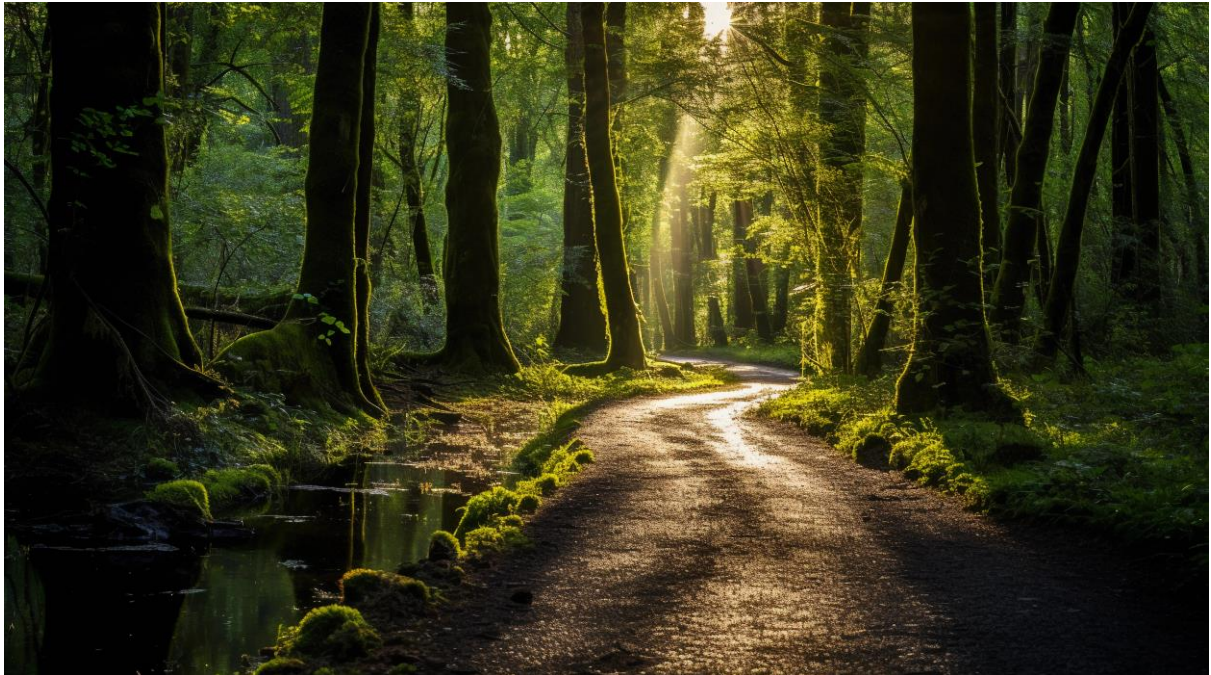
# FOREST THERAPY



We have exclusive access to these accords and combined with the skillset of our very own scent makers at the perfume house, we have created Forest Therapy – enabling you to tap into the healing energy of the forest environment and its many human health benefits.

There is an increasing demand for consumer products that replicate the impact that nature can have on our senses. Backed by scientific evidence, our Forest Therapy technology demonstrates the benefits of phytoncides and together, we can develop authentic concepts to promote wellness inspired by the growing trend for forest bathing.

# FOREST BATHING



The positive effects of spending time surrounded by nature are widely recognised. In Japan, they practice forest bathing, or shinrin-yoku as it's known.

This unique tradition is thought to ease stress and promote relaxation by unlocking the power of the forest through all five senses. So, whether it's the feeling of sunlight filtering through the branches, admiring the beautiful spectrum of colours or listening to the sound of birdsong - forest bathing is about fully immersing yourself in nature.

It's estimated that Japan now has 62 designated therapeutic woods, attracting about 5 million visitors annually, and the idea of forest bathing is fast becoming popular in other parts of the world too.

Forest bathing is about taking in the atmosphere of the forest through all five senses but to truly capture the healing energy of nature, our sense of smell plays a vital role.

When we're surrounded by trees, we breathe in natural substances called phytoncides. Phytoncides are volatile compounds that are emitted by the plants and trees, and many people claim phytoncide exposure as one the main benefits of forest bathing.

# BENEFITS OF PHYTONCIDES

## **PURIFYING**

Antimicrobial & antioxidants

## **IMPROVES MOOD**

Reduces the feeling of fatigue.

## **RELIEVES STRESS**

Reduces the concentration of cortisol.

## **STRONGER IMMUNE SYSTEM**

Related to stronger human immune system due to increase in natural killer cells.



# UNLOCKING THE SECRETS OF PHYTONCIDES



To unlock the olfactive secret of phytoncides, a scientific team have investigated the chemical composition and identified two major families of volatile compounds.

These are terpenes and terpenoids, and they are also found in some of the ingredients featured in the perfumers' palette. Based on these findings, experts have designed a collection of carefully crafted accords that promote a sense of wellness inspired by the principles of forest bathing.

# THE FOREST THERAPY RANGE

## HEALING

Embrace the healing powers of the forest with this fresh, aromatic fougere fragrance. Revitalising citrus notes of lemon and bergamot are lifted by lush green accents and touches of geranium, while the heart emerges through violet leaves, lavender, rose and jasmine. On dry down, warm amber and smooth sandalwood unite with soft musks.



All of our Wellness Collection, including Forest, Sleep & Mood Therapy are tailormade to our requests and backed by a Certificate of Technology Compliance. You will receive a certificate providing details of the fragrance and the benefits associated with the technology.