

When it comes to our emotions, scent is a much more powerful trigger than sight.

"Seventy-five percent of the emotions we generate on a daily basis are affected by smell," said Martin Lindstrom, author of *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight and Sound*. "Next to sight, it's the most important sense we have."

Scent is also a powerful trigger to memory. The average human being can recognize approximately 10,000 different odors, according to the Sense of Smell Institute, and can recall smells with 65 percent accuracy after a year. In contrast, visual recall sinks to about 50 percent after only three months.

For a woman who wants to cement a few memories and stir up some emotions — and maybe some trouble — scent wins hands down over revealing lingerie as a romantic splurge. But which ones work best?

## Scent of a

### Grapefruit

In search of answers, women allowed scientists from the Smell and Taste Treatment and Research Foundation to smear them with extracts from fruits, vegetables and herbs, including broccoli, banana, spearmint leaves and lavender essence. The scientists concluded that men prefer women wearing grapefruit, pumpkin pie spices and cinnamon, according to Alan R. Hirsch, M.D., the foundation's director.

As a bonus, these smells have a psychological effect on men, including their perception of a woman's age. According to Hirsch, author of more than 200 articles on how scent and taste affect human behavior, the scent of pink grapefruit on a woman fools men into thinking she's up to six years younger than her biological age.

Armed with this knowledge, perfumers have begun combining grapefruit with other scents. Here are some worth trying:

- **DKNY Be Delicious** by Donna Karan Perfume, a combination of grapefruit, cucumber, magnolia, apple, tuberose, white muguet, rose, violet, white amber and woods
- **Glow** by Jennifer Lopez, a mixture of orange flower, grapefruit, rose, sandalwood, amber, jasmine, vanilla, musk and orris, and for younger women, Miami Glow Perfume by J.Lo Eau de Toilette Spray, a blend of pink grapefruit, coconut water, cyclamen and vanilla orchid

- **Valentino V Eau de Parfum Spray**, which contains grapefruit, mandarin, fig, freesia, orange blossom, frangipani, rose petals, heliotrope, cedarwood and sandalwood

- **Mariella Burani for Women Eau de Toilette** by Mariella Burani, a floral fusion of lemon, orange, mandarin, bergamot, grapefruit, rose geranium, muguet, iris, cardamom, violet, jasmine, carnation, peach, coconut, cedarwood, sandalwood, musk, vanilla and oakmoss

- **cK One Summer** by Calvin Klein, a union of tangerine, pineapple, grapefruit, frangipani, palm sap, driftwood and musks

- **Dior Addict 2** by Christian Dior, a synthesis of bergamot, grapefruit, orange, freesia, lily of the valley, lotus flower, pineapple, watermelon, grenadine, sandalwood and white musk

A decade ago, Hirsch made news documenting his findings about the sexual impact of the smell of cinnamon buns on men in their 20s. A subsequent study found that more than any other smell, a combination of lavender and pumpkin pie achieved arousal in men between the ages of 18 and 64. Cinnamon has also been shown to increase mental focus as well as blood flow in the body.

## Woman

BY BARBARA E. COHEN

A few perfumes that might do the trick for you:

- **Organza Indecence** by Givenchy, which combines cedarwood, cinnamon and vanilla

- **Spark** by Liz Claiborne, a romantic blend of honey, rose, orchid, cinnamon, vanilla, musk and cedarwood

- **Philosophy's Pumpkin Pie 3-in-1** shampoo, body wash and bubble bath

- **Lovely** by Sarah Jessica Parker, a blend of lavender, orchid, amber, apple martini, paper-white narcissus and musk

- **Eau de Cartier Eau de Toilette** by Cartier, with coriander leaves, lavender leaves, violet leaves, nutmeg, blond amber, blue cedarwood, patchouli and musk

- **Aqua Allegoria Lavande Velours** by Guerlain, a mix of lavender, iris, Tonka bean and sandalwood

- **Baryshnikov** by Baryshnikov, an evening-wear blend of Clementine, rose, violet, lily of the valley, carnation, peach, lemon, musk and vanilla.

Always sample perfumes

to find which work best with your own

skin chemistry — and partner.

As with all fragrance products,

results may vary.