

SCENTS FOR BUSINESS

SCENTS FOR BUSINESS PLAY A PIVOTAL ROLE IN SHAPING CUSTOMER EXPERIENCES AND INFLUENCING PURCHASING BEHAVIOR. IN TODAY'S COMPETITIVE MARKET, BUSINESSES ARE INCREASINGLY RECOGNIZING THE POWER OF SCENT MARKETING AS A STRATEGIC TOOL TO ENHANCE BRAND IDENTITY, CREATE MEMORABLE ATMOSPHERES, AND DRIVE CUSTOMER LOYALTY. THIS ARTICLE DELVES INTO THE SIGNIFICANCE OF SCENTS FOR BUSINESS, EXPLORING VARIOUS APPLICATIONS, BENEFITS, AND EFFECTIVE STRATEGIES FOR IMPLEMENTATION. FROM UNDERSTANDING THE PSYCHOLOGY OF SCENT TO SELECTING THE RIGHT FRAGRANCES THAT ALIGN WITH YOUR BRAND, THIS COMPREHENSIVE GUIDE WILL EQUIP YOU WITH THE KNOWLEDGE TO HARNESS THE FULL POTENTIAL OF SCENT MARKETING.

- UNDERSTANDING THE PSYCHOLOGY OF SCENT
- BENEFITS OF SCENTS FOR BUSINESS
- CHOOSING THE RIGHT SCENTS FOR YOUR BRAND
- IMPLEMENTING SCENT MARKETING STRATEGIES
- CASE STUDIES: SUCCESSFUL SCENT MARKETING EXAMPLES
- CONCLUSION

UNDERSTANDING THE PSYCHOLOGY OF SCENT

THE PSYCHOLOGY OF SCENT IS A FASCINATING AREA THAT EXPLORES HOW DIFFERENT FRAGRANCES CAN EVOKE EMOTIONS AND INFLUENCE HUMAN BEHAVIOR. SCENTS ARE CLOSELY LINKED TO MEMORY AND EMOTION, MAKING THEM A POWERFUL TOOL IN MARKETING. RESEARCH INDICATES THAT SPECIFIC AROMAS CAN TRIGGER POSITIVE FEELINGS AND CREATE A SENSE OF COMFORT AND FAMILIARITY.

WHEN CUSTOMERS ENCOUNTER A PLEASANT SCENT, THEIR BRAIN RELEASES NEUROTRANSMITTERS SUCH AS DOPAMINE, WHICH ENHANCE MOOD AND PROMOTE A POSITIVE SHOPPING EXPERIENCE. THIS CONNECTION BETWEEN SCENT AND EMOTION IS WHY MANY BUSINESSES STRATEGICALLY INCORPORATE FRAGRANCES INTO THEIR ENVIRONMENTS TO ENHANCE CUSTOMER ENGAGEMENT.

MOREOVER, THE OLFATORY SYSTEM IS CLOSELY CONNECTED TO PARTS OF THE BRAIN INVOLVED IN EMOTIONS AND MEMORY, WHICH EXPLAINS WHY CERTAIN SCENTS CAN EVOKE VIVID MEMORIES. THIS UNIQUE CHARACTERISTIC OF SCENT MARKETING CAN BE LEVERAGED BY BUSINESSES TO CREATE A LASTING IMPRESSION ON THEIR CUSTOMERS.

BENEFITS OF SCENTS FOR BUSINESS

INCORPORATING SCENTS INTO YOUR BUSINESS STRATEGY OFFERS A RANGE OF BENEFITS THAT CAN SIGNIFICANTLY IMPACT CUSTOMER BEHAVIOR AND OVERALL BRAND PERCEPTION. HERE ARE SOME KEY ADVANTAGES:

- **ENHANCED CUSTOMER EXPERIENCE:** PLEASANT SCENTS CREATE A WELCOMING ENVIRONMENT, ENCOURAGING CUSTOMERS TO STAY LONGER AND EXPLORE MORE.
- **INCREASED BRAND RECOGNITION:** UNIQUE SCENTS CAN BECOME SYNONYMOUS WITH YOUR BRAND, MAKING IT MORE MEMORABLE TO CUSTOMERS.
- **IMPROVED MOOD AND COMFORT:** AROMAS CAN EVOKE POSITIVE EMOTIONS, LEADING TO A MORE ENJOYABLE SHOPPING EXPERIENCE.
- **HIGHER SALES CONVERSION RATES:** STUDIES HAVE SHOWN THAT STRATEGICALLY CHOSEN SCENTS CAN INCREASE THE

LIKELIHOOD OF PURCHASE.

- **BRAND DIFFERENTIATION:** IN A CROWDED MARKETPLACE, A SIGNATURE SCENT CAN SET YOUR BUSINESS APART FROM COMPETITORS.

THESE BENEFITS ILLUSTRATE THE POTENTIAL OF SCENT MARKETING TO NOT ONLY ATTRACT CUSTOMERS BUT ALSO FOSTER LONG-TERM LOYALTY AND SATISFACTION.

CHOOSING THE RIGHT SCENTS FOR YOUR BRAND

SELECTING THE APPROPRIATE SCENTS FOR YOUR BUSINESS IS CRUCIAL TO ALIGN WITH YOUR BRAND IDENTITY AND TARGET AUDIENCE. DIFFERENT SCENTS EVOKE DIFFERENT RESPONSES, AND UNDERSTANDING THESE NUANCES CAN ENHANCE YOUR MARKETING STRATEGY. HERE ARE SOME FACTORS TO CONSIDER:

UNDERSTANDING YOUR TARGET AUDIENCE

KNOWING YOUR CUSTOMERS' PREFERENCES IS KEY TO CHOOSING THE RIGHT FRAGRANCES. FOR EXAMPLE, YOUNGER AUDIENCES MAY RESPOND POSITIVELY TO FRUITY OR SWEET SCENTS, WHILE OLDER DEMOGRAPHICS MIGHT PREFER FLORAL OR WOODY FRAGRANCES.

ALIGNING WITH BRAND VALUES

YOUR CHOSEN SCENT SHOULD REFLECT YOUR BRAND'S VALUES AND IMAGE. A LUXURY BRAND MAY OPT FOR SOPHISTICATED AND ELEGANT FRAGRANCES, WHILE AN ECO-FRIENDLY BUSINESS MIGHT CHOOSE NATURAL AND EARTHY SCENTS.

TESTING AND FEEDBACK

BEFORE FULLY IMPLEMENTING A SCENT, CONSIDER CONDUCTING TESTS TO GATHER FEEDBACK FROM CUSTOMERS AND STAFF. THIS CAN PROVIDE INSIGHTS INTO HOW YOUR TARGET MARKET RESPONDS TO DIFFERENT FRAGRANCES.

IMPLEMENTING SCENT MARKETING STRATEGIES

ONCE YOU HAVE CHOSEN THE RIGHT SCENTS FOR YOUR BUSINESS, THE NEXT STEP IS TO IMPLEMENT EFFECTIVE SCENT MARKETING STRATEGIES. HERE ARE SOME APPROACHES TO CONSIDER:

AMBIENT SCENTING

THIS INVOLVES DIFFUSING SCENTS THROUGHOUT YOUR BUSINESS SPACE TO CREATE AN IMMERSIVE EXPERIENCE. CONSIDER USING SCENT DIFFUSERS OR CANDLES TO ACHIEVE THE DESIRED ATMOSPHERE.

PRODUCT SCENTING

INCORPORATING SCENTS INTO PRODUCTS THEMSELVES CAN ENHANCE THE CUSTOMER EXPERIENCE. FOR EXAMPLE, SCENTED CANDLES OR SKINCARE PRODUCTS CAN CREATE A MULTI-SENSORY EXPERIENCE THAT RESONATES WITH CONSUMERS.

SEASONAL SCENTING

CHANGING SCENTS ACCORDING TO SEASONS OR HOLIDAYS CAN KEEP YOUR ENVIRONMENT FRESH AND ENGAGING. FOR INSTANCE, A WARM CINNAMON SCENT DURING THE WINTER HOLIDAYS CAN EVOKE FEELINGS OF COZINESS AND NOSTALGIA.

CASE STUDIES: SUCCESSFUL SCENT MARKETING EXAMPLES

SEVERAL RENOWNED BRANDS HAVE EFFECTIVELY UTILIZED SCENT MARKETING TO ENHANCE THEIR CUSTOMER EXPERIENCES AND DRIVE SALES. HERE ARE A FEW NOTABLE EXAMPLES:

STARBUCKS

STARBUCKS STRATEGICALLY USES THE AROMA OF FRESHLY BREWED COFFEE TO CREATE AN INVITING ATMOSPHERE IN ITS STORES. THIS SCENT NOT ONLY ATTRACTS CUSTOMERS BUT ALSO REINFORCES THE BRAND'S IDENTITY AS A COFFEEHOUSE.

ABERCROMBIE & FITCH

ABERCROMBIE & FITCH IS FAMOUS FOR ITS SIGNATURE SCENT, WHICH PERMEATES ITS RETAIL STORES. THIS DISTINCTIVE FRAGRANCE HAS BECOME A HALLMARK OF THE BRAND, ENHANCING CUSTOMER RECOGNITION AND LOYALTY.

WESTIN HOTELS

WESTIN HOTELS HAVE IMPLEMENTED A SIGNATURE SCENT PROGRAM, USING CALMING FRAGRANCES IN THEIR LOBBIES AND ROOMS TO CREATE A RELAXING AND LUXURIOUS EXPERIENCE FOR GUESTS. THIS STRATEGY HAS CONTRIBUTED TO POSITIVE GUEST REVIEWS AND REPEAT VISITS.

CONCLUSION

SCENTS FOR BUSINESS REPRESENT A POWERFUL, YET OFTEN OVERLOOKED, ASPECT OF MARKETING STRATEGY. BY UNDERSTANDING THE PSYCHOLOGY BEHIND SCENT, RECOGNIZING ITS BENEFITS, AND CAREFULLY SELECTING FRAGRANCES THAT ALIGN WITH BRAND IDENTITY, BUSINESSES CAN SIGNIFICANTLY ENHANCE CUSTOMER EXPERIENCES. IMPLEMENTING EFFECTIVE SCENT MARKETING STRATEGIES CAN LEAD TO INCREASED SALES, IMPROVED BRAND RECOGNITION, AND CUSTOMER LOYALTY. AS BUSINESSES CONTINUE TO SEEK INNOVATIVE WAYS TO DIFFERENTIATE THEMSELVES IN A COMPETITIVE LANDSCAPE, SCENT MARKETING STANDS OUT AS AN ESSENTIAL TOOL FOR CREATING MEMORABLE AND IMPACTFUL CUSTOMER INTERACTIONS.

Q: WHAT ARE SCENTS FOR BUSINESS?

A: SCENTS FOR BUSINESS REFER TO THE STRATEGIC USE OF FRAGRANCES IN COMMERCIAL ENVIRONMENTS TO ENHANCE CUSTOMER EXPERIENCES, INFLUENCE PURCHASING BEHAVIOR, AND REINFORCE BRAND IDENTITY.

Q: HOW DO SCENTS AFFECT CUSTOMER BEHAVIOR?

A: SCENTS CAN EVOKE EMOTIONS AND MEMORIES, INFLUENCING CUSTOMERS' MOODS AND EXPERIENCES. PLEASANT AROMAS CAN ENCOURAGE LONGER STAYS AND HIGHER PURCHASE LIKELIHOODS.

Q: CAN DIFFERENT SCENTS ATTRACT DIFFERENT DEMOGRAPHICS?

A: YES, VARIOUS SCENTS CAN APPEAL TO DIFFERENT AGE GROUPS AND PREFERENCES. FOR EXAMPLE, YOUNGER CONSUMERS MAY PREFER FRUITY SCENTS, WHILE OLDER DEMOGRAPHICS MIGHT FAVOR FLORAL OR WOODY FRAGRANCES.

Q: HOW CAN I IMPLEMENT SCENT MARKETING IN MY BUSINESS?

A: YOU CAN IMPLEMENT SCENT MARKETING BY USING AMBIENT SCENTING METHODS, SCENTING YOUR PRODUCTS, AND CHANGING FRAGRANCES SEASONALLY TO ENHANCE CUSTOMER ENGAGEMENT.

Q: ARE THERE ANY CASE STUDIES OF SUCCESSFUL SCENT MARKETING?

A: YES, BRANDS LIKE STARBUCKS, ABERCROMBIE & FITCH, AND WESTIN HOTELS HAVE SUCCESSFULLY UTILIZED SCENT MARKETING TO ENHANCE CUSTOMER EXPERIENCES AND BRAND RECOGNITION.

Q: WHAT ARE THE BENEFITS OF USING SCENTS IN RETAIL ENVIRONMENTS?

A: BENEFITS INCLUDE ENHANCED CUSTOMER EXPERIENCE, INCREASED BRAND RECOGNITION, IMPROVED MOOD, HIGHER CONVERSION RATES, AND UNIQUE BRAND DIFFERENTIATION.

Q: HOW DO I CHOOSE THE RIGHT SCENT FOR MY BRAND?

A: CONSIDER UNDERSTANDING YOUR TARGET AUDIENCE, ALIGNING SCENTS WITH YOUR BRAND VALUES, AND CONDUCTING TESTS TO GATHER CUSTOMER FEEDBACK ON SCENT PREFERENCES.

Q: CAN SCENTS INFLUENCE THE PERCEPTION OF PRODUCT QUALITY?

A: YES, SCENTS CAN ENHANCE THE PERCEPTION OF PRODUCT QUALITY. PLEASANT AND APPROPRIATE FRAGRANCES CAN ELEVATE CUSTOMER EXPERIENCES AND PERCEPTIONS OF LUXURY AND SOPHISTICATION.

Q: HOW CAN I TEST THE EFFECTIVENESS OF SCENT MARKETING?

A: YOU CAN TEST EFFECTIVENESS BY GATHERING CUSTOMER FEEDBACK, ANALYZING SALES DATA BEFORE AND AFTER SCENT IMPLEMENTATION, AND OBSERVING CUSTOMER BEHAVIOR IN RESPONSE TO DIFFERENT SCENTS.

Q: ARE THERE SPECIFIC SCENTS THAT ARE UNIVERSALLY APPEALING?

A: WHILE PREFERENCES CAN VARY, SCENTS SUCH AS VANILLA, CITRUS, AND LAVENDER ARE OFTEN FOUND TO BE UNIVERSALLY APPEALING AND CAN EVOKE POSITIVE EMOTIONS ACROSS DIVERSE DEMOGRAPHICS.

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scents for business: Perfumes and Flavours Technology Handbook with Manufacturing Formulations, Process, Machinery Equipment Details & Factory Layout Dr. Himadri Panda, 2022-06-30 Today, Perfume is an important part of everyday lives, and it is mandated by dress code. To begin with, it makes us joyful. If you are out and realize have forgotten to put on perfume, it can be really inconvenient. The perfume choose says a lot about who you are and what kind of personality you have. In fact, your smell reveals more about you than your physical appearance. The global flavors and fragrance market size is CAGR of 4.7%. Rise in demand for car and room fresheners and increase in popularity of aromatherapy are also expected to drive growth of the market for fragrance ingredients. The hospitality industry is also seeing an increase in demand for perfumes to create a relaxing environment. Scents are now generally approved for industrial application, including ambiance fragrances for consumer durables and personal care accessories, a hitherto untapped market. Furthermore, as disposable income rises, more local consumers, particularly young consumers, choose quality goods. Following the global pandemic, a greater emphasis on hygiene products has fueled demand for new and innovative fragrances in hand washes, sanitizers, and floor cleaners. This book contains in-depth information about Perfumes, covering all elements. Professionals in Perfumery & Cosmetics will find the book extremely useful for quick revision, as well as consumers who are curious about scents in everyday life. This book is also a fantastic resource for people interested in or who have worked in the perfume industry. Profitable and viable business opportunities exist in the perfume sector. As a result, creating your own business is a good way to get into it. To learn more about the perfume and Flavours industry in depth, read this book. It will assist you in figuring out how to establish your own perfumery. Because of the increasing demand for perfume in today's market, it's a terrific method to earn money.

scents for business: The Creative's Guide to Starting a Business Harriet Kelsall, 2018-09-20 WINNER OF THE BEST START-UP INSPIRATION BOOK AWARD AT THE 2019 BUSINESS BOOK AWARDS 'A book to devour from start to finish - easy to do as it is accessibly-written and oh so fascinating - and then to dip into later for reference.' - Joanna Reeves Do you have a passion for making beautiful objects? Are you wondering whether you can take the next step and turn your creativity into a career? This inspirational guide offers easy-to-follow advice from talented and creative industry experts. There are practical exercises that will help you sell your creations, choose the right time to start your business, and guide you through as you do so. With The Creative's Guide to Starting a Business, you will discover the best way to: Create pieces that sell Write a business plan Identify and reach customers Research the competition Price products and test the market

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scents for business: Harvard Business Review Leadership & Strategy Boxed Set (5 Books)
Harvard Business Review, John P. Kotter, Clayton M. Christensen, Renée A. Mauborgne, W. Chan Kim, 2016-05-17 The key concepts every manager and aspiring leader must know—from strategy and disruptive innovation to financial intelligence and change management—from bestselling Harvard Business Review authors. Build your professional library, and advance your career with these five timeless, ground-breaking business classics. Includes Financial Intelligence, Revised Edition; The Innovator's Dilemma; Leading Change; Playing to Win; and Blue Ocean Strategy, Expanded Edition.

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Marcel Souza, Natural and Sustainable Perfume Production Course Discover the art of crafting exquisite, eco-friendly fragrances in the Natural and Sustainable Perfume Production Course. This comprehensive guide takes you on a sensory journey, blending the science of perfumery with the principles of sustainability. Designed for beginners and experienced artisans alike, this book reveals the secrets of creating unique, all-natural perfumes that are as kind to the environment as they are to your senses. In this course, you'll explore the fascinating world of natural raw materials, from floral absolutes to aromatic resins, and learn how to ethically source these ingredients. Step-by-step instructions guide you through the creation of signature scents, focusing on essential oil blending techniques, olfactory profiling, and the art of layering. You'll also gain a deeper understanding of the chemistry behind fragrance creation, ensuring each blend achieves perfect harmony. Sustainability lies at the heart of this course. Learn how to reduce your environmental footprint by selecting eco-conscious packaging and adopting waste-free production practices. The book provides valuable insights into renewable resources and offers practical tips for creating a sustainable perfume line. Whether you're crafting perfumes as a hobby or planning to launch a business, this course equips you with the knowledge and tools to succeed responsibly. By the end of this journey, you'll have mastered the skills to produce natural perfumes that reflect your creativity and commitment to the planet. Transform your passion for fragrances into a meaningful craft, and join a growing community of perfume artisans who are redefining the future of the industry. This is more than just a book—it's an invitation to embrace artistry, sustainability, and innovation in equal measure.

scents for business: Deluxe Dana Thomas, 2007-08-16 "With Deluxe: How Luxury Lost Its Luster, [Dana] Thomas—who has been the cultural and fashion writer for Newsweek in Paris for 12 years—has written a crisp, witty social history that's as entertaining as it is informative." —New York Times From the author of Fashionopolis: The Price of Fast Fashion and the Future of Clothes Once luxury was available only to the rarefied and aristocratic world of old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however, luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits. Award-winning journalist Dana Thomas digs deep into the dark side of the luxury industry to uncover all the secrets that Prada, Gucci, and Burberry don't want us to know. Deluxe is an uncompromising look behind the glossy façade that will enthrall anyone interested in fashion, finance, or culture.

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centered on thriving, not just surviving, a vital resource for today and tomorrow.

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scents for business: Forgive Me Not Catherine Raphael Stewart, 2021-11-07 In his early years, Gabe Raphael, a third-generation French perfumer, was young, arrogant, and only cared about making money and having fun. The future was something he rarely thought about because he assumed it was secure. His family was wealthy, but because of arrogance and poor decisions he found himself without a job—and soon without a country to call home. He and his wife, Claudine, sailed to New York in 1956 with \$600 to find work and rebuild their lives. *Forgive Me Not*, a fictionalized memoir, chronicles the life of this well-to-do French family, starting with their unusual backgrounds and storybook lifestyle on the French Riviera. It begins in 1956 when author Catherine Raphael Stewart's father visits his home for the last time, and it ends with a family celebration in the California Bay area in 2002. In between those years, *Forgive Me Not* shares the Raphael family's story as they experience the highs and lows of unintended consequences. Claudine—who had staff in France—becomes a nanny. Gabe ultimately finds work as a perfumer and begins to rebuild his reputation and lifestyle. The focus then switches to Stewart who, much like her father, placed self-gratification ahead of common sense and ends up on a path that threatened her future.

scents for business: Aroma Constance Classen, David Howes, Anthony Synnott, 2002-11 This text argues that smell is repressed in the modern West, and its social history ignored. It attempts to break the olfactory silence of modernity by offering an exploration of the cultural role of odours in Western history and in a wide variety of non-Western societies.

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scents for business: Quintessentially Perfume Nathalie Grainger, 2010 Nathalie Grainger, a perfume consultant with extensive experience of client fragrance profiles and fragrance training, was commissioned by Quintessentially Perfume to compile and create this luxurious hard-back book. Quintessentially Perfume pays homage to a cross section of niche and mainstream perfume houses focusing on their different philosophies and backgrounds. Nathalie Grainger wrote the chapters on the perfume houses, included her interviews with some of the world's finest creators and also produced the book. There are also wonderful article features from fragrance experts including Roja Dove and Chandler Burr, with some fascinating insights into the world of fragrance, namely a look inside a perfume lover's fragrance wardrobe. It's a great read for men and women alike who love fragrance and is a lovely collector's gift.

scents for business: Discovering Vintage New Orleans Bonnye Stuart, 2015-08-07 The Discovering Vintage series takes you back in time to all of the timeless classic spots each city has to offer. The books spotlight the charming stories that tell you what each place is like now and how it got that way from classic restaurants to shops to other establishments that still thrive today and evoke the unique character of the city. They're all still around—but they won't be around forever. Start reading, and start your discovering now!

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scents for business: *Beautiful SCENT* Joachim Mensing, 2023-07-07 This book will make you a perfume insider. Discover the effects, trends and future of perfume. Perfumery is on the verge of its third revolution, neuroperfumery, due to new methods of brain research and current findings in fragrance psychology. With this exciting and well-written book, you will gain a comprehensive insight into the creation, world and practice of modern perfumery, as well as interesting insider information. Current findings in psychology, aromatherapy, brain research and neuroperfumery on the effects of fragrances make Beautiful SCENT a treasure trove of new insights. As a non-fiction book with an advice component, it is easy to read without prior knowledge and provides many practical tips. Among other things, you will learn that some perfumes can do much more than just smell good, how perfumers and marketers create their perfumes, which scent preferences prevail and how the effect of scent can specifically influence one's own experience and enjoyment of life. Target groups All those who love perfumes and fragrances and would like to learn more about the magical effect of perfumes on well-being and perhaps play with the idea of creating their own perfume one day. It is also ideal for those who work in the fragrance, cosmetics and beauty industry and would like to refresh their knowledge of perfumes. About the author Dr. Joachim Mensing is a qualified psychologist, sociologist and trained nose with over 30 years of professional experience in perfumery and fragrance therapy. At one of the largest fragrance manufacturers, he became a trend coach for perfumers and developed methods of perfume development and marketing. Many of the perfumes he worked on received coveted awards such as the Fifi Award, the Oscar for perfumes. He himself received the honorary award of the FRAGRANCE FOUNDATION for the development and marketing of the perfumes Cool Water by Davidoff, Joop! and Jil Sander, and he was also recognized for studies in neuroperfumery and neuropsychology.

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scents for business: *Scent* Elise Vernon Pearlstine, 2022-05-24 A fascinating exploration of the natural history of scent and human perceptions of fragrance from the viewpoint of plant and pollinator Plants have long harnessed the chemical characteristics of aromatic compounds to shape the world around them. Frankincense resin from the genus *Boswellia* seals injured tissues and protects trees from invading pathogens. Jasmine produces a molecule called linalool that attracts pollinating moths with its flowery scent. Tobacco uses a similarly sweet-smelling compound called benzyl acetone to attract pollinators. Only recently in the evolutionary history of plants, however, have humans learned to co-opt their fragrances to seduce, heal, protect, and alter moods themselves. In this wide-ranging and accessible new book, biologist-turned-perfumer Elise Vernon Pearlstine turns our human-centered perception of fragrance on its head and investigates plants' evolutionary reasons for creating aromatic molecules. Delving into themes of spirituality, wealth, power, addiction, royalty, fantasy, and more, Pearlstine uncovers the natural history of aromatic substances and their intersection with human culture and civilization.

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