

BRIEF INTO SCENT

UNDERSTAND THE BRIEF

PLAY ON (SCENT DESCRIPTION IN 3 WORDS) BAND IN YOUR BRIEF.

EX: FREE, FEMININE, INDEPENDENT

TRANSLATE EVERY WORD INTO VIBES & FEELINGS

FREE: FRESH, BRIGHT, AIRY

FEMININE: SOFT, FLUFFY, LIKEABLE

INDEPENDENT: BODIED, ALPHA

**CHOOSE FROM THEM ONLY 3
WORDS TO BUILD ON**

EX: BRIGHT, LIKABLE, BODIED

GIVE AN ODOR FAMILY TO PLAY IN

EX:

BRIGHT: LIGHT FLORAL

LIKEABLE: SOFT CITRUSY

BODIED: AMBERY

**CONVERT EVERY WORD FROM THE 3
INTO RAW MATERIALS COULD GIVE
THE DESIRED EFFECT.**

BRIGHT : HEDIONE, LINALOOL, DHM,
LAVANDER EO, CALONE,
HYDROXYCITRONELLAL, FLOROL,
BERGAMOT EO.

LIKEABLE: JASMINE ABS, PEA,
GAMMA UNDECALACTONE.

BODIED: AMBROXAN, LABDANUM
ABS, PATCHOULI OIL, CINNAMIC
ALCOHOL, SPIRAMBRENE,
CEDRAMBER.

**USE YOUR EXPERIENCE TO SELECT
COMPLEMENTARY MATERIALS
WHICH MEET THE OLFACTORY
FAMILY AND YOUR 3 WORDS.**

MY CORE FORMULA WOULD BE SOMETHING LIKE:

HEDIONE
DHM
TETRAHYDRO LINALOOL
LINALYL ACETATE
BERGAMOT OIL
ORANGE OIL
NEROLI EO
FLOROL
HELIONAL
HYDROXYCITRONELLAL
BENZYL ACETATE
BTA IONONE
BULGARIAN LAVENDER EO
CALONE
SCENTENAL
PEA
JASMINE GRAND ABS
GAMMA UNDECALACTONE
GAMMA DECALACTONE
DELTA DECALACTONE
RASPBERRY KETONE
PATCHOULI OIL
ISO E SUPER
ETHYL VANILLIN ~
ETHYLENE BRASSYLATE
GALAXOLIDE
LABDANUM ABS
AMBROXAN
VETIVERYL ACETATE



**THERE IS NO WRONG AND RIGHT, TRY
AND TAILOR YOUR OWN TRANSLATION
PROCESS.**

**"BUT DON'T JUMP, ALWAYS TAKE
IT STEP BY STEP."**