



THE RIGHT PERCENTAGE MYTH

TRAINEE PERFUMER:

**I LIKE HOW EVERNYL SMELL,
WHAT IS ITS RIGHT % ?**

**Q: IS 2% EVERNYL IS THE
RIGHT %?**

A: I DON'T KNOW (IT DEPENDS)

**BACCARAT ROUGE CONTAINS
+10% EVERNYL.**

AND IT'S A BEST-SELLER.



**Q: DOES THAT MEAN THAT
EVERNYL RIGHT PERCENTAGE IS
10%?**

A: FOR SURE, NO!

**DON'T WORRY,
THERE ARE NO
FIXED RIGHT
PERCENTAGES**

**THE RIGHT % DEPENDS ON
YOUR FORMULA GOALS,
& YOUR NOSE.**



I'M WITH
" THE AVERAGE PERCENTAGE "
(ESPECIALLY FOR TRAINEE PERFUMERS)

2:5% HABANOLIDE

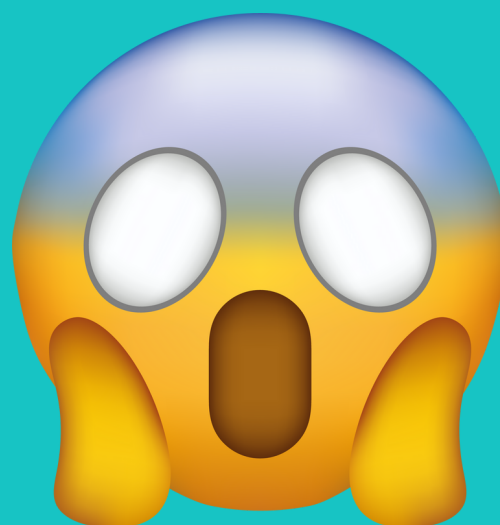
0.5:1% CARDAMOM OIL

**CAN SUIT MANY TYPES OF
FORMULAS.**

BUT



**7% DIACETYL
4% ACETOIN**



**WILL BE AWFUL,
WHATEVER YOUR GOAL IS.**

**THE ONLY THING YOU WANT TO
UNDERSTAND IS:**

THE IMPACT OF MATERIALS



**BIRCH TAR OIL, ACETOIN,
& DIACETYL.
(HIGH-IMPACT MATERIALS)**

**" YOU DON'T NEED A LOT TO GET THEIR
EFFECTS "**

BUT

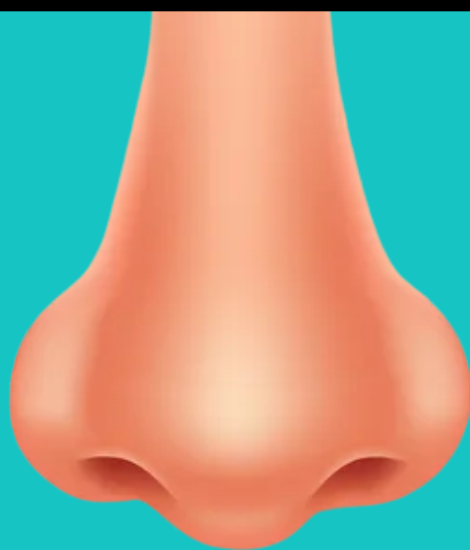
ISO E SUPER, AMBERCORE, & BENZYL SALICYLATE (LOW-IMPACT MATERIALS)

" YOU CAN DOSE THEM IN HIGH
LEVELS WITHOUT RUINING THE
FORMULA DIRECTION "



**SO DON'T OVERTHINK
PERCENTAGES.**

LET YOUR NOSE DECIDE.



**JOIN +1000 PERFUMERS AND GET
FREE VALUABLE PERFUMERY
CONTENT.**

SIGNUP! (LINK IN BIO)