



# Failure as a Perfumer

How failure could make you the best

SWIPE TO LEARN



"There are no failures, just experiences and your reactions to them."

– Tom Krause



**Fear of weakness  
only strengthens  
weakness.**

– Criss Jami



You should be  
happy, not sad.

You've just learned something  
new and gained some  
experience.





# Patience

Because most people give up,  
patience makes you more  
successful.



# Yes

It's disheartening to invest effort in refining a formula just to have the results fall short of expectations.



# Yes

It's frustrating when you put a month into a project and the client is unhappy with the results.



# Yes

It's upsetting when eight out of ten people who try your fragrance are unimpressed.



**BUT**  
the lessons are:



# You need

to understand your materials  
better and blend more formulas,  
accords, and bases.



# You should

pay more attention and learn how  
to learn each client's olfactory  
language.



# You have

to learn how to develop mass-appealing fragrances (if that is your aim).



Success is in the  
Future while  
Failure is in the  
Past.



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