

# **COST-EFFICIENT FORMULATION**

## **WHY & HOW**

# WHY

**MAKE A SO GOOD SMELLING &  
STABLE INDUSTRIAL FRAGRANCE  
FOR 2X WHEN YOU CAN ACHIEVE A  
GOOD SMELLING & STABLE ONE FOR  
ONLY 1X?**

**COMMERCIAL PRODUCTS ARE  
PRICE-SENSITIVE  
SO ACHIEVING THE NEEDED  
RESULTS ON BUDGET IS IMPORTANT  
FOR FUNCTIONAL FRAGRANCE  
PERFUMERS.**

**WHO LIKES TO SPEND MORE?**  
**WHO LIKES TO REDUCE PROFIT MARGIN?!**  
**NO ONE**

**YOUR CREATIVITY AS A  
PERFUMER HERE ISN'T TO  
REACH THE DESIRED SCENT  
(MOST OF THE TIME THIS IS EASY),  
  
BUT TO ACHIEVE THE DESIRED  
ODOR AT THE LOWEST COST  
POSSIBLE.**

# HOW

## **1- CHECK OUT MATERIALS PRICES**

**SO WHY USE ROSE OIL INSTEAD OF A  
PREMADE AFFORDABLE REALISTIC  
ROSE ACCORD?**

**IT'S MORE STABLE AND LESS PRICEY.**

## 2- IN-FORMULATION PRICING SYSTEM

THIS IS A **HACK** FOR YOU IF YOU WORK FOR A SMALL COMPANY.

**PRICE THEN FORMULATION, NOT FORMULATION THEN PRICING THEN REFORMULATION (DUE TO THE HIGH PRICE).**

(I WILL TALK ABOUT THIS IN DETAIL IN ANOTHER EPISODE)

# **3- PREPARE PREMADE COST-EFFECTIVE, STABLE BASSES AND ACCORDS.**

**CHECK OUT THE EPISODE CALLED: IS BLENDING ACCORDS  
IS THE BEST WAY TO CREATE A FRAGRANCE?**



**AND FINALLY, DON'T FORGET  
YOU ARE IN A BUSINESS THAT  
WANTS TO MAKE MORE MONEY**



# HOW DO YOU BUILD COST-EFFECTIVE FRAGRANCES?

#PerfumeryTechniques