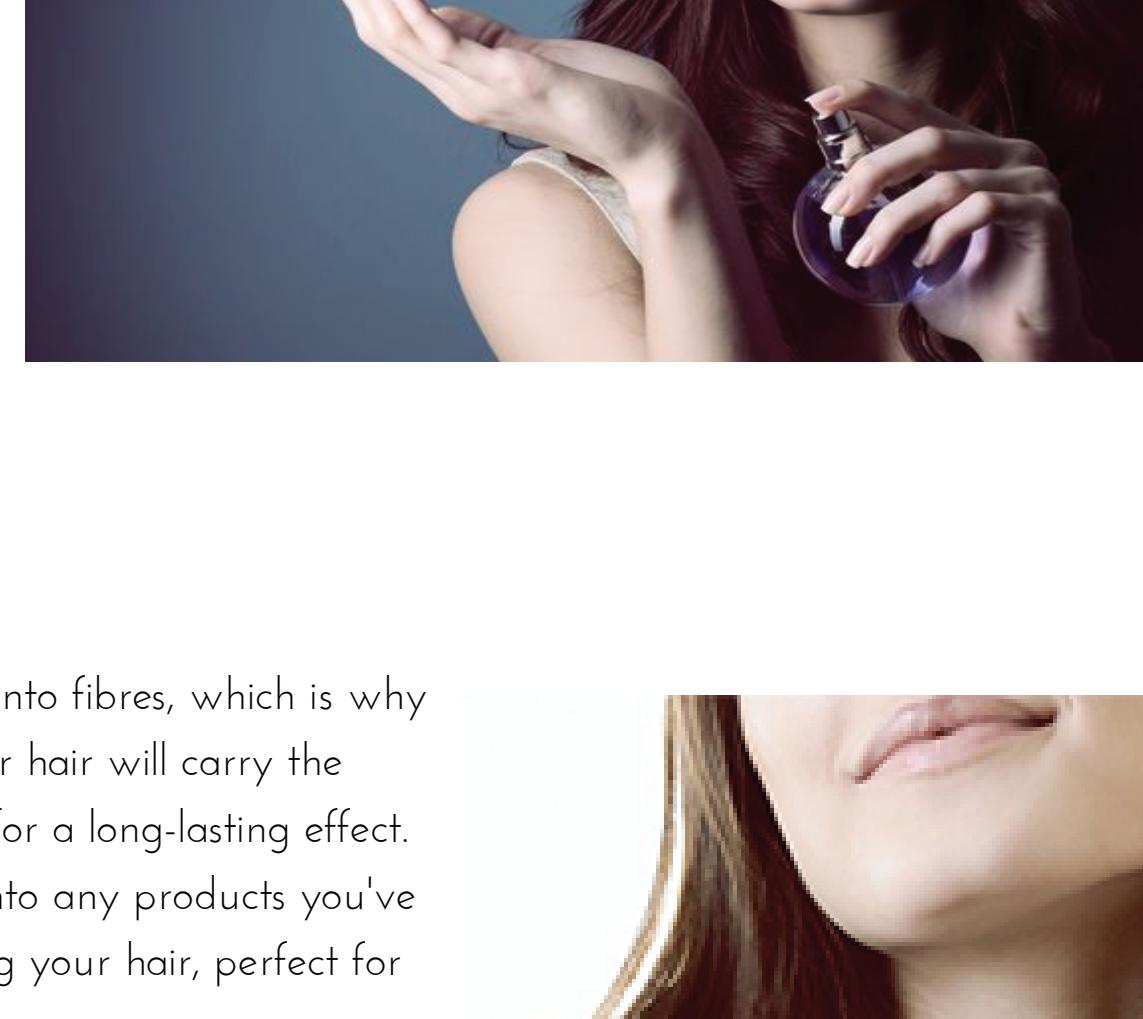


How to apply perfume to make it last all days

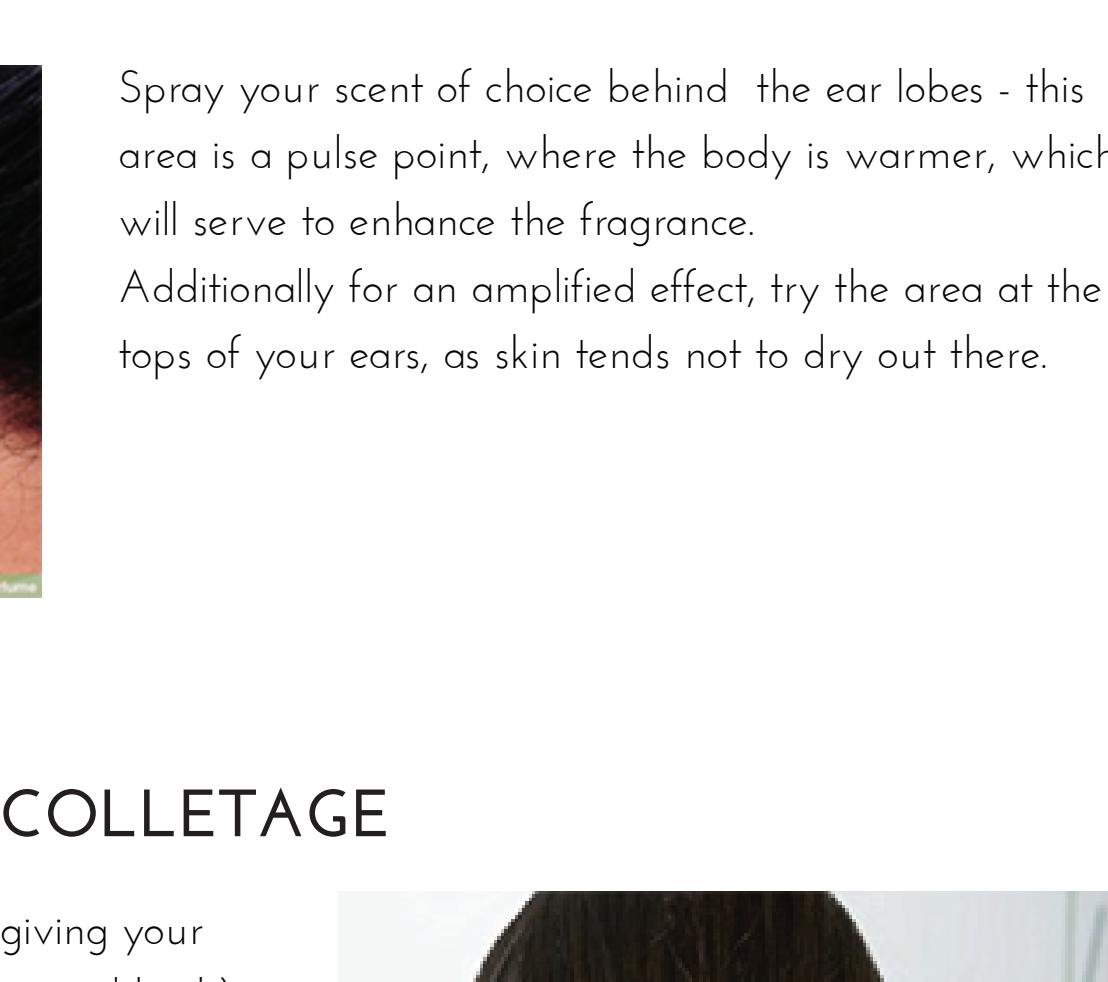
For those who don't make a habit of splashing out on expensive fragrances, one thing will be at the forefront of your mind when you do - how can I make it last all day?



1 / HAIR

Fragrances latch onto fibres, which is why the strands of your hair will carry the scent of perfume for a long-lasting effect. It will also cling onto any products you've used after washing your hair, perfect for a subtle finish.

The alcohol content present in perfume can dry out the hair, so rather than spritzing directly onto strands, mist onto a brush or comb and delicately pull through.



2 / EARS



Spray your scent of choice behind the ear lobes - this area is a pulse point, where the body is warmer, which will serve to enhance the fragrance. Additionally for an amplified effect, try the area at the tops of your ears, as skin tends not to dry out there.

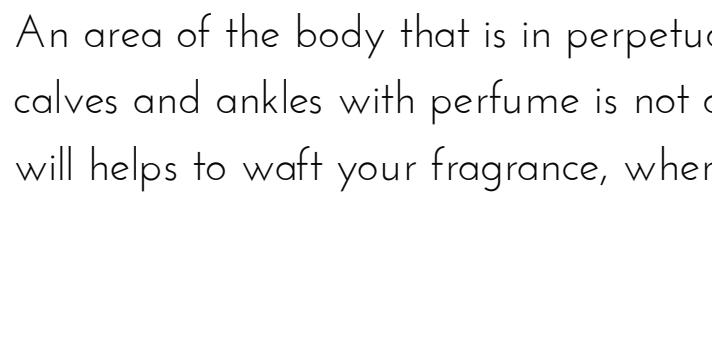
3 / COLLARBONE & DÉCOLLETAGE

Maximise the power of your perfume by giving your collar bone and décolletage (neck, shoulders and back) a spritz.

The dips in the bone structure will see perfume more likely to settle there, and the added bonus of wearing strappy tops and plunging necklines means there's extra surface area to exude fragrance from.



4 / WRISTS

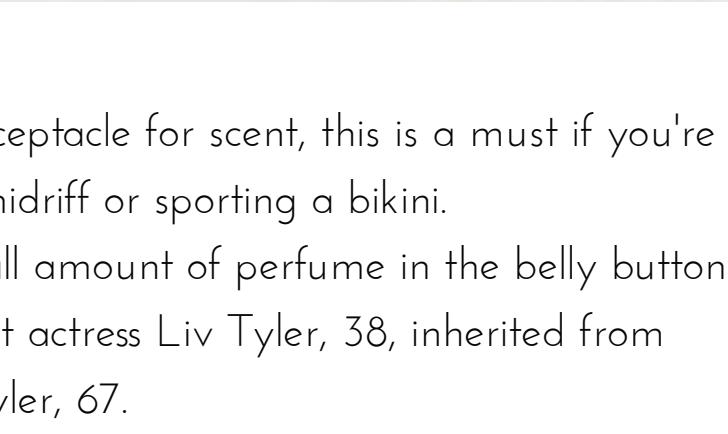


Apply fragrance on the wrists, as they serve as a pulse point and area of enhanced heat to further amplify the scent. For those who are expressive talkers, give the backs of hands a gentle dab with the fragrance, to get your perfume noticed in transit.

5 / INSIDE ELBOWS

Another pulse point is the inside of the elbows, which as well as emitting the enhanced fragrance, serves to slightly obscure the smell in the bends of the arms - perfect for longer-lasting diffusion.

Maximise the power of the perfume by ensuring skin is moisturised, as the more hydrated your skin is, the longer the fragrance will last.



6 / BEHIND KNEES



As well as being another area where veins rise close to the skin, the backs of the knees are warmer and softer, and therefore more likely to project the scent.

The area behind the knees are perfect for summer, emitting your fragrance of choice with every crossing and uncrossing of legs.

7 / BEHIND KNEES

An area of the body that is in perpetual motion, spraying calves and ankles with perfume is not only refreshing, but will help to waft your fragrance, wherever you go.



8 / BELLY BUTTON



Practically a receptacle for scent, this is a must if you're bearing your midriff or sporting a bikini.

Dabbing a small amount of perfume in the belly button is also a tip that actress Liv Tyler, 38, inherited from father Steve Tyler, 67.

9 / CLOTHING

For additional perfume power, summer wraps and pashminas will retain fragrances beautifully, as the scent particles clutch onto the fibres.

