



PLANTES & PARFUMS  
PROVENCE

## HOME FRAGRANCE

White paper



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# 01.THE POWER OF OLFACTION



Perfume is known for its intoxicating virtues, those that bring back memories, those that embrace with a sweet sensation of well-being or even those that have an influence on our emotions.

It is characterized by an olfactive pyramid of three very particular notes :

The head note

The heart note

The background note

**The head note** is the first one you smell when you spray a perfume. It is intense and can smell up to two hours after the diffusion. **The heart note**, lives up to its name, it is the one which constitutes the characteristic odor of the perfume. It can be smelled for several hours. Finally the **background note** is the one that will stay the longest. By evaporating slowly, it fixes the perfume to the place where it was diffused (skin or clothes).



## 02. WHICH TYPE OF HOME FRAGRANCE TO CHOOSE ?



Today there are several olfactory products for the inside : Candles, aromatic flowers, perfumes, diffusers ...

All these products are made to release fragrances in a room, but each with different speed and different intensity.

Each product then corresponds to a specific use. It is advisable to choose according to the use you're going to have as well as the result you are expecting.

### The sprays

Their configuration allows them to be used quickly and easily with just a simple pressure. It delivers the perfume immediately and spreads into the whole room in a few seconds.

### Home fragrances :

They are perfect if you want to perfume your room in a punctual way. Often sophisticated, they release a powerful and intense perfume. A few vaporized drops are enough to embalm the air and cover the unpleasant smells.

## The fragrance mists :

To perfume and refresh your linens, clothes or furniture, the wardrobe mists are ideal. They cover your fabrics with a pleasant fragrance that remains present

for a longer period of time. There are also pillow mists, to be sprayed on the bed linen a few minutes before going to sleep.



## The diffusers

The diffusers ensure a controlled diffusion of the perfume or an essential oil in a room, which is slower, softer and more natural.

## The Fragrance diffusers

A few stems of rattan placed in the hollow of a bottle filled with perfume, so that it impregnates them by capillarity and diffuses in the right amount for several weeks in the room. The smell released will be subtle and soft. They will also come nicely decorate your interior.



## Aromatic flowers

Like the fragrance diffusers, the aromatic flowers that bring an elegant touch to your interior will also embalm the air with a light scent. The stem of the flowers is delicately impregnated with the perfume contained in the glass bottle to diffuse it throughout the day

## Essential oils

Often used alone or in synergy because of their different properties, the essential oils allow us to diffuse a soft and light scent in your room.



### 03. TIPS TO CHOOSE YOUR HOME FRAGRANCE



A home fragrance is not chosen randomly, it needs to be the one, that influences your mood at the moment you smell it. It needs to be the one that will bring you back memories. It also needs to be the one that will relax you or on the contrary boost you up.

There is one golden rule

**To each room its own perfume.**

The notes of a fragrance directly play on the atmosphere of a place and on our emotions. It is therefore advisable to pick it with care, according to the place that will be dedicated to it and the the moment you wish to spend. To help you find your way around and choose the ideal perfume, here are some

#### Tips and recommendations

**For the entrance of your home,** the home fragrance that you choose for this room will be the first thing you will smell when you come home. It will awaken your senses and transport you to distant lands. Choose it according to your preferences, as all types of scents can find their own place.

With our fragrance for bouquet Fleur de Cerisier, create a delicate atmosphere as soon as you come home thanks to its fresh and fruity notes.

You can also choose fragrances that bring warmth with for example our fragrance Cannelle Orange.



### **In a bedroom**

Soothing and comforting scents to better your sleep, comfort and relaxation will be the order of the day. Opt for fragrances with soft notes of Lavender and/or Fleur d'Oranger, or with spicy and woody notes for a warmer atmosphere. The « Au Coin du Feu » home fragrance or the Fleur d'Oranger pillow mist will be perfect to be used in a bedroom.

### **In the living room**

The bedroom is undoubtedly the simplest to associate with a perfume, since almost all fragrances can be used. For a friendly and pleasant atmosphere, floral notes such as the Peony and Lily of the valley aromatic flower would be perfect. If you prefer fresher and more sophisticated fragrances, opt instead for scents with woody notes like the Olive Leaf fragrance diffuser.

### **In the kitchen**

To make your mouth water and accompany the preparation of your dishes and baked goods, choose sweet and gourmet scents. The perfume for bouquet Caramel au Beurre Salé would be very suitable or even Lemon Meringue.

### **In the bathroom**

To bring a breath of fresh air in your bathroom, place a fragrance, with fresh and watery notes. The Brume

Matinale Diffuser will find its place its place thanks to the freshness of mint leaves and its aromatic plants.

### **In the office**

Choose home fragrances that will optimize the rate of concentration and productivity. In order to reach this, soft and stimulating fragrances such as Musk, Amber, Leather or Sandalwood are recommended. Try for example our Amber Intense Aromatic Flower!





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