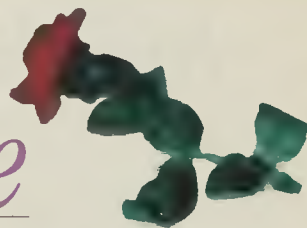


The Soleful Art of Seduction by Fragrance



If you've been wearing perfume behind your ears to be sexier, you may be defeating your own purpose, according to fragrance expert Marilyn Miglin, the visionary creator of Pheromone perfume. Ms. Miglin's thoughts on the most effective way to apply fragrance are quite unique.

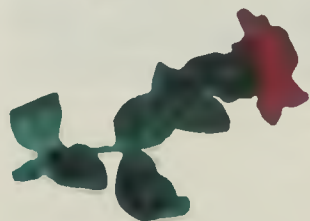
Start by applying perfume to the soles of the

feet. Because that area is basically enclosed in shoes all day, the warmth that is generated will continually activate the scent.

Fragrance rises so work your way upward anointing the ankles and the calves, which is very effective when crossing your legs. Continue to the inner thigh area, the warmest place on the body, followed by the waistline, center of the bust and the wrist. The final touch

of fragrance should be applied to the rim of the ears, not behind. Many believe that the gland behind the ear emits your body's organic scent which attracts the opposite sex.

Ms. Miglin states that "Perfume takes an intellectual effort and since it speaks for you, you should know what you would like to say." □



Unlocking the secrets of exotic scents

Classic perfumes are timeless mysteries that reflect the thought, taste, and imagination of their creators. In the early Egyptian civilization certain scents were considered more precious than gold. It was believed that fragrance not only made one smell good, it also possessed the power to evoke behavioral responses.

The most precious perfumes are balanced blends of rare and expensive essences derived from flowers, wild grasses, exotic barks, seeds and wine resins. This process is costly and time consuming.

Jasmine extract is one of the costliest. More than a million blossoms are needed to make one

pound of essential oil. Their flowers bloom only at night and must be picked at daybreak.

Tonka extract comes from a rare tree which grows only in Venezuela, their tiny dried seeds are first soaked in rum before they are ready for blooming.

The delicate tree that bears the orange blossom flower takes twelve years to mature before it bears its first blossoms. One tree produces only six pounds of flowers; it takes approximately 10,000 pounds of flowers to make one pound of essential oil.

Another factor adding to the cost of perfume is the method used to extract the oil from the flowers. The finest and most expensive process is

known as "enfleurage." In this time intensive process, petals are pressed into wax, which slowly absorbs the oils. The petals are changed daily, until the wax is saturated with oil. This method protects delicate floral oils that would be affected by heat.

Certain essences are extracted by distillation. Flowers must be picked at just the right moment, placed into vats and steamed to separate the oil from the flowers.

These highly developed technical procedures and sophisticated techniques are overseen by perfume professionals to ensure the quality of the fragrance that is so personal and important to each of us. □