



Fragrance Story No.7

The fragrance for “come closer!“, the Sustained Color No. 7

developed by the fragrance expert Dr. Joachim Mensing, psychologist, sociologist and one of the finest noses in perfumery

Foreword

Everyone has personal color and fragrance preferences that are constantly changing. Some colors or fragrances have been perceived as favorites for a long time, others may have been added only recently.

If you get to the bottom of your color and scent preferences, you can see how the desire to change something in your own life influences your aesthetic sensation – and often even fosters completely new sensory preferences. The aesthetic desire for change can occur suddenly and vehemently and even degenerate into a downright flight, e.g. someone may be attracted to a perfume that comes from a completely different scent, or the need arises to settle into a new, unfamiliar color world. Drastic events that upset the psychological balance, such as a break-up with a partner, can lead to wanting to seek a fresh start and erase memories. So from this perspective, new color and scent preferences often seem to be related to profound individual psychological experiences. When other people discover the same or similar preferences for themselves at the same time, this is surprising at first glance. Obviously, however, in such cases a growing collective feeling arises that finds expression in a new aesthetic shared by many people.

Three reasons why the Sustained Color No.7 is so valuable psychologically now

1. the new loneliness

If psychic sentiment is indeed reflected in an aesthetic shared by many people, the question arises as to which sentiments are currently on the rise in society. In her new book, political scientist Diana Kinnert describes an increasing feeling of loneliness that is spreading (2021). Psychiatrist Manfred Spitzer has even seen loneliness as a mass phenomenon of our time for some time (Spitzer 2019). Not only since Corona have health trainers, wellness coaches and psychologists been well booked to help overcome feelings of personal isolation.

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More than 14 million people in Germany claim to feel lonely. This is not surprising when you realize that 41 percent of German households consist of only one person, which increases the risk of social isolation. So new ideas for a new togetherness are needed. Ideas that show ways out of the threatening epidemic of collective loneliness. For this, a corresponding aesthetic and also a new sensory system are helpful - colors, scents and smells, even flavors, are needed to help bring people together in a relaxed atmosphere. This is the background against which the development of the new Sustained Color No. 7 „come closer!“ of COLORNETWORK® must be seen. It aims to promote closeness and security.

2 The rediscovered affiliation instinct

For color psychologists, „come closer!“ is very valuable for another reason: the color supports an innate basic human instinct. Almost forgotten but rediscovered in its great psychosocial significance especially in the current difficult times, it is about an evolutionary drive that causes us to seek the company of others - the affiliation drive. The „Encyclopaedia of Psychology“ defines affiliation as the „associating, establishing a relationship, making social contact with others for no direct purpose because of an inherent social urge in every human being and the desire to be accepted by others“. Fundamental to this is the hope of connection, to strengthen interpersonal empathy and cooperation through emotional openness, and ultimately to experience closeness and security. „come closer!“ promotes our innate affiliation instinct.

3. a paradoxical (post-)modern sense of time - „raging standstill“. „Frantic standstill“

Many people feel more and more like lone warriors, lost in a world that is spinning faster and faster and in which, in turn, hardly anything is progressing - a paradoxical (post-) modern feeling of time that has been characterized by a lack of closeness, forbidden touches and prevented security not only since the Corona pandemic. Adrian Lobe dedicated an article to this unpleasant sense of time in the „Wiener Zeitung“ and describes it as „frantic standstill“.

The age of modernity can be told as a story of acceleration, while time becomes ever scarcer. What is interesting is the counter-impulse triggered by the pandemic, which manifested itself during the pandemic, for example, through massively slowed down production processes, even standstills. Waiting times of several months for kitchen appliances and bicycles, for example, are not uncommon; some products are not available at all. Individuals no longer have any influence on the permanent „stop and go“ of economic cycles. The „dictate of instantism“ exists and people have the feeling that they have to complete more and more tasks in less and less time, and still not make any real progress (Lobe 2022). „come closer!“ is a color that prevents sensory overload in its psychological effect and helps to concentrate on the essentials. In this way, the COLORNETWORK® makes a contribution to partially mitigating a paradoxical sense of time. A focus that many people would like to have, especially in the home office.

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The scent and taste of Sustained Color No.7 „come closer!“

Sustained Color No.7 „come closer!“ is a warm, medium-dark brown shade that wants to be experienced not only visually and olfactorily, but also gustatorily. It triggers intense olfactory and gustatory associations - especially of a warm chocolate drink into which delicious creamy vanilla has been stirred for the ultimate gourmand pleasure and which thus resembles a noble nougat mousse au chocolat in terms of color. The shade of „come closer!“ is therefore like an invitation to the „Café Wunschlos Glücklich“, a place of deceleration that promises absolute well-being. What's more, Sustained Color No.7 describes a „genderlessness“ that is completely without identity stress. „come closer!“ is the basic color for the timeless Viennese coffee house culture, which you can now bring into your own four walls. It invites you to linger for hours. The time is filled with conversation and playing games together. (Billiard tables were part of the standard inventory of famous Viennese coffee houses). „come closer!“ is thus the color of the social gathering. The color is not used for heated discussions, but rather to promote socializing and exchange in a relaxed atmosphere. A mood that is also experienced when cooking or baking together, when family and friends come together and have a sweet tooth. „come closer!“ is therefore predestined as a new base color for kitchens, because the kitchen is increasingly transforming into an interactive living room and sociable communal space. Room fragrances with the world's probably most popular aromas of chocolate and vanilla can further support this way of using space and, in combination with the color „come closer!“, turn the kitchen into a veritable pleasure power room for family and friends. Room scent examples are the Chocolat and Vanilla diffuser by Nicolosi Creations. Both room fragrances can be mixed with each other („layered“) and thus very finely adapted to the personal taste for the kitchen. If you want to have a particularly individual aroma in your own „Café Wunschlos Glücklich“, you can add a fruity, cinnamon note with the Orange-Cinnamon Diffuser (also from Nicolosi Creations). The fragrance impression is particularly appealing when the three-room scents are placed in different parts of the kitchen.

Are we all becoming more and more sweet-tooths with an increasing desire for sweets?

Mother Nature has also programmed the human brain to seek out and enjoy sweet things, with three senses in particular - sight, taste and smell - working together. Honey and mastic (the resin of the mastic bush, which was mainly chewed) were among the first sweets enjoyed by humans in prehistoric times. The first specially made sweets can be traced back to the ancient Egyptians (ca. 2000 BC), combining fruits and nuts with honey. Probably the sweetest taste and smell revolution was achieved by the Native Americans, especially the Mayans and Aztecs. They invented a brown, somewhat bitter-sweet drink made of chocolate, which was drunk hot by the Maya and lukewarm by the Aztecs and whose consumption was reserved for the nobility, high dignitaries and deserving warriors. For the Spanish conquistadors, who had been used to sugar since the Middle Ages and who were downright addicted to sweets, the warm chocolate drink was sweetened accordingly and flavored with a plant that had been unknown to them until then - delicious vanilla. As with cocoa varieties, the nuances of different types of vanilla were gradually discovered. Today, the best-known variety is the „Vanilla Bourbon“ with its rich dark brown-sweet smell and taste, and the „Tahitian Vanilla“, which smells and tastes somewhat fruitier and visually conveys a creamy brown with a slight red tinge.

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Germany in particular is one of the most important sales markets for chocolate products. On average, every German eats about 20 kilos of confectionery per year. Chocolate products are in the consumer's favor, followed by sugar products such as sweets or fruit gums and baked goods such as biscuits, as well as ice cream. Even though chocolate is the official number 1 among flavors, it is vanilla whose taste particularly triggers the desire for sweets. Whether Werther's caramel sweets, variants of Ritter Sport, children's chocolate, gingerbread, speculoos or Yogurette - most delicacies for a „sweet break“ are enriched with vanilla.

Permanent fragrance trend: gourmand notes

Vanilla has also conquered perfumery in recent years. The gourmand scents, which have become a permanent olfactory trend over the past five years or so - and are gaining in importance. In this form, vanilla smells seductive together with caramel, toffee, chocolate and coffee cream notes. However, it works particularly well in combination with chocolate.

Originally, spiced vanilla came from Central America. It was already very popular as a spice among the indigenous people of Mexico, the Aztecs, mainly because of its aromatic ingredient vanillin. The Spanish conquerors finally brought it to Europe. Vanilla flavor became so sought after virtually overnight that it became the second most expensive spice in the world after saffron. In 1874, the German chemist team Wilhelm Haarmann and Ferdinand Tiemann (now the Symrise company) succeeded in synthetically producing vanilla in the small town of Holzminden in southern Lower Saxony. Today, natural vanilla is mainly imported from Madagascar and has a surprisingly broad odor profile. The real vanilla bean shows darker facets that are reminiscent of resinous syrup and sweet liqueur in terms of smell. It is still used in noble sweet fragrances in the premium perfume segment. Here are three examples that were among the pioneers of the gourmand trend in perfumery:

Neuropsychology of gourmand notes: Self-healing „indulgence“

Why is the human brain programmed to seek out and enjoy sweets? At first glance, purely physiological factors could be the reason, for example to prevent a nutrient deficiency. Psychophysical bonding factors could also be responsible, for example to ensure that a baby's mother's milk tastes good. But new brain studies have come to another conclusion: Mother Nature causes a real psychotherapeutic self-healing with sweets, or the „indulgence“ associated with them (which can certainly also turn into an undesirable addiction). Psychological and physical pain can be better endured in this way, and this also applies to feelings of loneliness. Researchers at the University of Copenhagen have found that the hormone FGF21 regulates the desire for sweets by acting on the reward system in the brain, which includes the insula in particular.



One of the insula's tasks is to perceive and react to the inside of the body. For example, the insula is involved in the perception of a feeling of restlessness. It thus plays an important role in bodily consciousness, especially in the emotional assessment of well-being or discomfort. As one of the five cerebral lobes, the insula is furthermore involved in the vegetative nervous system and is thus also involved in the perception of pain - especially with its right side, which assesses the degree of pain one feels. In psychologically tense times, this leads to what is probably the most important realization: the insula is the brain region that is most heavily burdened by negative external stimuli. This is why it „seeks“ sweet, edible pleasure, but also appropriately smelling fragrances, in order to achieve pampering effects. C.G. Jung's psychoanalysis would call this (olfactory) „compensation“. Brain research imaging techniques show that the insula and its network are stimulated and activated by chocolate and vanilla scents and other sweet aromas, presented olfactorily and gustatorily. Through the pleasure triggered, an at least temporary satisfaction can thus be achieved in order to better endure a negative state. (Mensing 2021).

A color like „come closer!“, which invites interpersonal closeness and companionship, offers the wonderful possibility of achieving a certain degree of self-healing in a simple way. You can also put it this way: Sustained Color No.7, with the appropriate scent support, is an emotional group remedy that, as a pleasure power space, promises chances of recovery, especially for feelings of loneliness.

Literature for further reading:

Kinnert D (2021) Die neue Einsamkeit: And how we can overcome it as a society. Hoffmann und Campe Verlag

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