



Fragrance Story No.1

The fragrance for „be rooted!“, the Sustained Color No. 1

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

The COLORNETWORK® color „be rooted!“ is a calm, soft-warm-brown wood tone. It is also somewhat reminiscent of a delicious dark chocolate mousse with a caramel component. „be rooted!“ has the power of „superadditivity“ of stimuli, because the multisensory stimulus has a better effect than the single stimulus. In aromatherapy, therefore, the question arises: which fragrances complement color in such a way that, in combination, they enhance personal energy and well-being even more specifically and intensively than one sensory mode alone can? The superadditive approach is especially interesting for interior designers, because it offers them the opportunity to create power spaces in which new energy can be drawn by means of olfactory and visual fusion.

Wood scent and primordial smells

In perfumery, the color brown stands primarily for woody notes. Brown occupies a comparatively large area in the color space, which in turn also applies to the fragrance space. Individual wood notes, such as sandalwood, rosewood, agarwood or guaiac wood, lend different degrees of depth to a fragrance creation, but above all they create warmth. In general, wood notes in a perfume radiate calm, harmony and balance, and qualities such as down-to-earthness, stability, safety and security are associated. Nature unfolds all its magic. Woody notes that radiate a natural warmth fall into the olfactory spectrum of primordial confidence. It is about original feeling of well-being, which is created by olfactory associations and reminiscences of „Mother Nature“. In the forest, it is the resins warmed by the sun that conjure up sweet and spicy caramelized scents and come very close to the primal scents. An explanation for why „resin-wood notes and associated brown tones like „be rooted!“ are so good for the soul.

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Trends in perfumery: the rebirth of natural romance

One trend has been evident in perfumery for many years and it is impossible to imagine modern perfumery without it. It is the rebirth of the natural romanticism of the 18th and 19th centuries that has led to a „resin-wood-forest trend“ in perfumery. It is hardly known today what significance scent and the sense of smell have in German-language literature, especially in poetry. To this day, the Romanticism of the 18th and 19th centuries, with its reference to nature and sense of longing, continues to influence our olfactory sensibilities. The Central European „olfactory soul“ wants to be as close to nature as possible, ideally with resource-saving production and without the use of synthetic fragrances.

The forest as a place of well-being and strength

Germans have rediscovered their love of the forest. Bestselling author Peter Wohlleben speaks of the secret bond between man and nature in his book „The Secret Life of Trees“ (2019). And writer Elias Canetti declared, „In no modern country in the world has the forest feeling remained so alive as in Germany.“ (1992).

This is also reflected in German perfumery. In recent years, „resin-wood notes“ have become avant-garde. Niche perfumes play a decisive role in this, involving the creation of „fragrance personalities“ aimed at true connoisseurs. They stand apart from the perfume mainstream of the big well-known brands. Thus, the „resin-wood-forest trend“ was initially taken up by small perfume boutiques and specialty perfumeries. In the meantime, however, it has become a basic trend in the perfume landscape. It gives rise to a more or less conscious desire to find one's personal place of power. Germans seek and find this source above all in the forest.

From a psychological point of view, forest fragrances help to purify the senses and to retreat from hectic everyday life. They help to focus and stand for new beginnings.

The „scents of the gods

Resins were used for indoor incense as far back as ancient Egypt and Mesopotamia. The most sought-after and precious scent for this type of scenting was a special incense, „Olibanum Eritrea“, which was also called „Scent of the Gods“ and „Frankincense“ as an essential oil. It exudes a honey-like caramelized sweetness with a spicy scent as well. As the name suggests, this resin originated in Eritrea, but also in countries such as Sudan and Ethiopia. This resin then became a real luxury perfume in ancient times by mixing it with two other resins - a green-white variant from Oman (slightly aromatic-citrusy and balsamic-minty) and a black variant, Borena incense (earthy-woody and sweet-chocolatey).

A special lover of this composition was the Egyptian pharaoh Hatshepsut (around 1495-1459 BC), one of the most powerful women in world history, who even carried out her own expeditions to Punt in Eritrea to produce her favorite perfume. By ship and caravan, the pharaoh brought back from her nearly 2,000-kilometer journey numerous incense seedlings, which she planted around her temple - unfortunately with little success. Being able to produce one's own incense was not only considered a luxury, but also an expression of divinity.



What made the creation from the three resins so desirable? It is very likely that the three fragrances in combination very precisely hit the primal olfactory preference of humans. This is confirmed by observations from aromatherapy and initial studies on „Frankincense“ from neuroperfumery. The three primordial scents or resins have a „calming and mood-lifting“ effect, „nervousness subsides“ and „the spirit takes flight“. The resins even have medicinal benefits that are being rediscovered. Even the Roman upper class used the expensive frankincense because of its anti-inflammatory effect also for dental care and other medicinal purposes. The three resins are an ideal olfactory complement, especially as room fragrances, to enhance the emotional color effect of „be rooted!“. With their help, power rooms can be created, which are particularly effective in cases of stress and inner turmoil, but also help to regain (primal) confidence. Due to their „super additivity“, the „Olibanum Eritrea“ blends provide a deep sense of well-being.

Modern fragrances for „be rooted!“

In the meantime, modern perfumery has also developed new fragrances that can further enhance well-being or additionally support the psychological effect of COLORNETWORK®'s Sustained Color No. 1 „be rooted!“. Here are three modern ingredients that give the color „be rooted!“ even more emotion and richness of facets:

Dreamwood - a new fragrance (2021) that even has a calming effect on the skin. The fragrance smells slightly woody and gives color „be rooted!“ a soft-creamy-warm-balsamic undertone. In combination with „Olibanum Eritrea“ the color radiates even more protection and suppleness.

Iso E Super - a fragrance with a remarkably pleasant scent that has been on the market for some time. It smells woody, slightly dry and somewhat cedar. In combination with „Olibanum Eritrea“, the color „be rooted!“ establishes a connection between the spiritual and the material world. The honey-like caramelized sweetness of „Olibanum Eritrea“ becomes finer, more subtle and begins to float in space.

Spiranol - a new fragrance (2022) with a special fragrance complexity that keeps changing in the olfactory impression. The molecule has a woody, green, cooling, minty, earthy and tropical scent and gives „be rooted!“ more exoticism and youthfulness. In combination with „Olibanum Eritrea“, the color becomes even more „culinary“ and promises delicacies that can be particularly enjoyed, for example, in a kitchen decorated in the „be rooted!“ colors.

For each use, however, it depends on which fragrance product is to be used for a power room. This is because a perfume is structured differently than a room fragrance or scented candle.

Literature for further reading:

Canetti E (1992) Mass and power. Claassen, Munich

Mensing J (2021) RIECHEN Schöner -

The magical effect of perfumes on well-being. Springer Nature, Heidelberg

Wohlleben P (2019) The secret bond between man and nature. Ludwig, Munich

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