



Fragrance Story No.3

The fragrance for „give warmth!“, the Sustained Color No. 3

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

When couples as well as close people hug each other warmly, a special hormone is released in the brain (hypothalamus) after only 20 seconds - the bonding hormone oxytocin, also known as the cuddle hormone. Oxytocin has a calming effect, has an anti-stress effect, strengthens the interpersonal bond and what research also confirms - it even makes one's partner appear more attractive.

If one were to describe this hormone in colors, the one of „give warmth!“ of the Sustained Color No. 3 of COLORNETWORK® would certainly be included. „Give warmth!“, is a powdery, delicate, natural sandy shade - reminiscent of happily experienced, stress-free vacation days with the first warm and mild rays of the sun - where, for example, wintry skin and soul are gently brought back to life. This is exactly what makes the Sustained Color No. 3 so special in its effect, it invites quite naturally and subtly to snuggle up warmly - and this with the most beautiful memories.

Olfactory cuddling or relationship promotion „on demand“

Wouldn't it be great if interior design could create spaces with an „oxytocin effect“ - let's call them „cuddle or relationship power spaces“ - in which people find each other even more attractive and their bond is strengthened? What's more, research also knows from oxytocin that the ground substance promotes not only mutual trust but also monogamous behavior (Hurlemann et al. 2010). In other words, you would not only be an interior designer, but also a relationship therapist and thus a „psychotherapeutic interior designer“ with a focus on couples therapy.

As quaint as „psychotherapeutic interior designer“ may sound to you now, it's not unrealistic. Designing effective „cuddle relationship power rooms“ is already possible through the multisensory fusion of scent and color, but it has a legislative catch. Oxytocin is available as scented sprays for olfactory cuddling „on demand,“ but only on prescription at pharmacies. They are prescribed for a variety of therapies, such as for social anxiety, such as being able to maintain eye contact longer. Over-the-counter hormone-enriched fragrance products are banned in the EU and therefore may not be sold in perfumeries here.

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„Relationship power rooms“ with a special cuddle effect

There are over-the-counter perfumes and room scents whose ingredients create a certain cuddling effect and it is assumed that they stimulate an oxytocin release. The perfumery, as well as fragrance oil manufacturers hold themselves with information there however very covered, because they do not want that such perfumes or room fragrances then only over the pharmacy to be referred can. One such unofficial ingredient is Kalata B7. It is obtained as a plant peptide from an African medicinal plant of the coffee family and has similarities to the human neuropeptide hormone oxytocin (Koehbach et al. 2013).

However, there are a number of other fragrances that are said to have a cuddling effect and that you, as an interior designer, can test for their effect for your clients. Legislators accept them because they assume that - like 1-2 glasses of wine - they have only a „weak positive hormone-like or hormone-like effect.“ However, no one has yet researched whether their effect in combination with Sustained Color No. 3 is then still weak. The exciting question for interior designers is therefore: Which over-the-counter perfumes, room fragrances or their fragrance components combine particularly well with the color „give warmth!“ to create an architectural „cuddle or relationship power room“?

Cuddly as a finished part of the perfumery

Perfumery has in the fragrance direction „Powdery“ perfumes like Insolence Eau de Parfum by Guerlain or Valentina Poudre by Valentino (see picture). The fragrance impression coincides almost perfectly with the color impression „delicately powdery“ of give warmth! The naturalness of the fragrance impression is then further enhanced because the „delicately powdery“ is combined with a whole range of pleasant-smelling building blocks from the world of plants, or flowers, spices and woods. In Valentina Poudre, for example, it is musk mallow in the top note, iris and tuberose in the heart note and vanilla, sandalwood and the legume tonka bean in the base note that contribute to a sunny-warm-pudgy olfactory impression on the skin.

A central role in the fragrance direction „Powdery“ plays a warm human skin odor with which one subliminally associates familiarity and security. Perfumers love to use musky ingredients that originally, until it was thankfully forbidden, had animal origin and were therefore also called animal notes. Now, every perfumer has his secret how to create a slightly „animalic olfactory impression“ without animalic origin, in order to transform it into a sympathetic human skin scent. Jean Baptiste Grenouille the perfumer in Patrick Süskind's novel „The Perfume“ - the story of a murderer - did not have this olfactory challenge, because he directly gained human skin as an ingredient by enfleurage (one lets heat-sensitive, freshly harvested flowers or plants give off their volatile scent oils in fat, oil or other substances). In contrast to Grenouille, today's perfumers have so-called fragrance bases on hand that also smell like human skin or cuddly and thus have a range of fragrances that does justice to animal and human welfare. Scent bases are finished perfumery products consisting of various fragrances, often based on grandiose chemical discoveries, which are then used in a perfume formulation. For „sympathetic skin scents,“ these discoveries go back to the German chemist Heinrich Walbaum (1864-1946). In 1906, he was able to isolate the main component of musk in the form of white crystals and named the compound Muscon. As early as 1888, the Swabian inventor and chemist Albert Baur succeeded in producing a musk fragrance substitute that was even used in the original version of Chanel No. 5, which was launched in 1921.



How fragrance building blocks and color can complement each other for different cuddling needs and have an even more specific effect

In order to make the fragrance impression „Powdery“ smell even cuddlier or even warmer, softer, fluffier, more delicate, sunnier, more natural, harmonious and secure, as well as like a vacation, perfumers use - depending on which special scent feeling or scent memory should be in the foreground - a very wide range of other ingredients. Currently very popular and at the top of the international fragrance trend list are: Cotton Flower, Almond Milk, Marzipan, Milk Mousse and Osmanthus but also the vacation scents of salty aqua notes, beach, sand and suntan lotion on the skin. All are ingredients just for the fragrance „Powdery“ which ranges from „Delicate-Powdery“, „Floral-Powdery“, „Vegetable - Powdery“ - to „Fruity- and Milky-Powdery“, even to „Animal - Powdery“, „Aqua - Powdery“, „Suntan Lotion - Powdery“ and „Leathery - Powdery“ - and invite in their variants so to the most diverse cuddling desires and needs - with or without partner or family, with or without vacation memories - to the foreign as well as self-embrace. With these olfactory facets, and this is certainly fascinating for interior designers, color No. 3 in particular can be very specifically emotionalized and optimized, depending on the room and purpose for which the color is to be used.

The new fragrances of self-embrace with built-in vacation memory against Corona loneliness

In recent years, more and more singles have discovered the fragrance direction Powdery with light fruity accents and vacation memory smell as a „relationship care to yourself“. These new fragrances are more discreet and one can also say more private and subtly composed, so that they serve more for one's own „Scented Loving-Kindness-Meditation“ as for „Creative Mindful Scentscapes“ for relaxation and stress relief and do not shout out desires and needs. Especially the growing number of people living alone can literally embrace themselves warmly and protectively with these new fragrances and enjoy, as it were, memories of carefree days through the olfactory self-embrace. Forced this trend of the new private cuddle perfumes „Social Distancing“ also because they help to alleviate Corona loneliness and one is less affected by travel restrictions - at least in the imagination. The Cologne perfumery Meller had already invented or used the fragrance cab for this purpose before and then during the curfew, so cuddly perfumes could be discreetly placed at the front door at very short notice as a substitute just also for lack of touch.

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Here are two ingredients that are particularly suitable in combination for a self-hug. Both are available with and without the scent of „salty-aquatic suntan lotions“ which, as I said, additionally arouse vacation feelings that are difficult to live out due to travel restrictions and congestion in the means of transport.

Cotton Flower - is a soft and fluffy fiber of the cotton plant. As cotton flower forms around the seeds of the plant. In perfumery, it is interpreted very imaginatively and then smells: fluffy, soft, powdery, pleasant.

Almond Milk - Whether marzipan, almond sorbet, almond cake, almond cream or almond milk - the ground fruits of the almond trees, which are particularly vigilant in Mallorca, are used in many ways. They smell sweet, soft and nutty and, depending on the processing, also somewhat bitter-sweet. Perfumers therefore also like to combine them for more „softness“ with Cotton Flower but also for more contrast with a salt and aquatic note. The cuddly impression is thus even more complex and reminiscent of warm „sun-drenched well-being“ at the sea, beach and afterwards.

Here are two perfume examples for the mix of Cotton Flower with Almond Milk and Aquanote, as well as salty Suntan Lotion, both with built-in vacation memories for self-hugging:

White Is Wight by Musicology is a perfume for women and men. Top notes are aquatic with cotton blossom. Heart notes are dominated by a trusting smelling skin musk scent and base notes are cozy smelling almond milk.

Rockaway Beach DS&Durga a perfume for women and men. The top notes are suntan lotion with marine notes. The heart notes smell of salt and the base notes are dominated by musk, which transforms the whole into a pleasant human skin smell like after a sunny day at the beach and now invites you to cuddle or cuddle yourself.

Stone Age cuddly feelings: Or the discovery of bed scenting or the functional perfumery

Even before perfumery was in its infancy, „perfumers“ discovered that fragrances paired with a light fruity note increased the feeling of well-being and thus the cuddling experience. With the smell of the Cape quince which smells slightly of delicate apricot seems to have succeeded already people in the Stone Age. It is also the first evidence of a Raumbeduftung or functional perfumery where things are scented to make them more attractive, useful and pleasant. Current archaeological discoveries lead to surprising findings: Quite obviously, the smell of plants was already used in the Stone Age for „feeling good“ and with double benefits (Mensing 2021). In South Africa, for example, 77,000-year-old beds made of plants were discovered. They had been strewn with the leaves of the Cape quince. On the one hand, these leaves had a poisonous effect on insects and thus kept away even the smallest pests such as fleas and lice. On the other hand, the crushed leaves also smelled good with the result that it became pleasantly cozier in one's own beds (as well as it could be done with straw beds at that time) because the Cape quince has the slightly edible smelling fruit smell of an apricot. Who would have thought that an apricot-scented room and linen spray such as Rosy Rings Botanical Room & Linen Spray - Apricot Blossom had its predecessor in the Stone Age. Today, the scent is simply sprayed on the covered bed to release its cozy effect.

Literature for further reading:

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