



Fragrance Story No.5

The fragrance for „feel jade!“, the Sustained Color No. 5

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

Color and scent psychologists will confirm that with the right scent, or with well-chosen color tones, well-being and mood can be specifically increased and stress reduced. In this way, especially through the combination of scent and color, consciousness and mood can be improved and positive, joyful emotions can be evoked. Are these only soft effects, subjective imagination, as known from the placebo effect as „effect through nothing“, or is it really possible to modulate consciousness, mood and emotion through scent and color? If the latter is true, one would like to see this effect confirmed by scientifically sound evidence. Using the example of Sustained Color No.5, „feel jade!“, I explore this question and would like to present current findings from brain research for the effect of color and scent in two chapters. The first chapter focuses on how the jade-green shade of „feel jade!“ in particular works in the brain from the point of view of color therapy, or rather how the emotion of colors in general is created in the brain. In a second chapter it is then shown how the scent of „feel jade!“ smells and can be used multisensory in combination with color to enhance the experience.

How „feel jade!“ works in the brain from the perspective of color therapy.

Color processing in the brain is not limited to one area and addresses different brain areas especially in the right hemisphere. Depending on whether the color is seen only as a color, or together with a natural object (plant) or with an artificial object (sculpture) (Bramão et al. 2010). The light stimuli that we humans receive from the retina, i.e. the electromagnetic oscillations of light that are visible to us, reach the higher visual cortex areas as nerve impulses via the thalamus, which is connected to our emotional center, especially the amygdala network in the limbic system. The brain area responsible for the final color perception is called V4. It can also construct a color under different lighting conditions.

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The specific perception of a color begins with the activation of certain sensory cells on the retina at the back of the eyes, so-called cones. The M cones react to the color green. Depending on how strongly these cones react, the brain constructs the color impression of green. But other different factors also influence the color impression. Studies show that color perception itself is influenced by the language of the observer. For example, there are cultures like the Macu Indians in the Amazon who do not distinguish linguistically between green and blue. How and whether they see a „green“ is therefore not clear. In addition to language, learning experiences and the habitat, such as structures of the eye itself, play a role if, for example, color blindness is present. One can therefore say in one sentence:

„Color is in the eye, and brain, of the beholder“.

So how is it that, from the point of view of color therapy as well as color psychology, most of us emotionally experience jade-green as „mild“ and see it as a calming color that evokes harmony and is said to even dispel fears. That green plants are good for the soul was already known to Hippocrates. Nevertheless, the emotional associations with green are so complex and detailed that one does not want to explain it solely with learning experiences made or cultural traditions. The thalamus has a special significance in the brain for the emotional experience of colors through its networking with the emotional center. Through this networking, it also has direct connections to parts of the olfactory brain, whereby according to the latest findings, various brain areas of the olfactory brain (piriform cortex, hippocampus, hypothalamus, amygdala) also control color perception and react to the visible electromagnetic oscillations of light. This explains why the Sustained Color No.5, „feel jade!“, the soft green, natural jade nuance of COLORNETWORK®, can have such a calming, soothing and slightly stress-relieving effect, especially in combination with the fragrances mentioned below. The effect of jade as a magical mineral is based on traditions that probably started in China and Japan and have been preserved until today. Jade was mined in Asia as early as 6000 BC, and the stone was associated with the reproduction of fertility, life and the soul of the earth, especially in the color variant with a soft green tone. Many civilisations developed their own rituals and reasons to wear the greenish stone as well. For the Maya and Aztecs, for example, it promised luck and beauty, as well as a long life, but also spiritual balance and the intensification of healing powers. Jade green as a pure shade is also said to have a self-therapeutic, soft-energetic healing effect. The effect of the color is said to bring more calm and composure in difficult situations within the framework of color therapy (chromotherapy) in order to feel lighter, looser and more liberated and thus relieve stress. It is assumed that the ancient Egyptians already knew about the psychological effect of individual colors in the 3rd millennium before Christ and assigned different colors to certain gods, such as green to the god Osiris. Chromotherapy is a treatment method that works with the visible spectrum (colors) of electromagnetic radiation. The aim is to provide treatment for psychophysical diseases and prophylaxis. Moods are positively influenced, which contributes to an increased wellness experience. In the last 100 years, a whole series of studies have been made on the effect of chromotherapy. Researchers, after reviewing various studies, point particularly to hormonal effects that colors trigger in the brain and conclude the following: „Research confirms ... that certain parts of the brain are not only sensitive to light, but actually respond differently to different wavelengths (colors); It is now believed that different wavelengths of radiation interact differently with the endocrine system to stimulate or reduce hormone production“ (Azeemi and Raza 2005). Furthermore, the physicists further conclude that color groups in neighboring wavelengths also show a similar psychological effect. Thus, the soft jade green of the Sustained Color No.5 „feel jade!“, which lies at a wavelength of about 490 - 510 nanometres, has the same effect in its electromagnetic radiation as the neighboring cooler light blue.

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„From a clinical psychology perspective, anxious subjects were actually calmed by these cooler colors. This is an important finding ... because it shows that cool colors can act as a calming agent in tension and anxiety. Physiologically, all (of these) colors produced clinically tangible results“ (Azeemi and Raza 2005).

Based on these findings, we can assume that the light vegetable, slightly cooling and gentle „feel jade!“ shade in chromotherapy also acts like a sedative, at least somewhat stress-relieving and liberating. To what extent this shade really works certainly needs to be further empirically tested.

How the scent of „feel jade!“ smells and can be used multisensory in combination with color to enhance the experience.

Many different methods and techniques have developed within color therapy. Like the Aura-Soma-Therapy (Vicky Wall, English pharmacist) developed in the 1980s. In this fragrance-supported color therapy, essential oils are mixed in different color combinations and bottled in clear vials, thus enhancing the effect of e.g. green by combining corresponding olfactory and optical sensory stimuli. The fact that colors and fragrances have an effect especially in combination is often rightly reported. But it is only in recent years that brain research has come closer to the scent and color experience and found a series of networks that bring both senses together and can really emotionalize and intensify them. According to the latest findings, a subregion of the amygdala (periamygdaloid complex-PAC) plays a particularly important role in the multisensory perception of color and scent. As part of the emotion center and the olfactory brain, it is in close exchange with the thalamus, which receives the electromagnetic oscillations of light as nerve impulses. It is now assumed that the PAC is involved in the multisensory integration of olfactory information with other sensory systems for us first unconsciously (Noto 2021), which also explains how and where an initial emotionalization with synaesthetic fusion of scent and color can begin. But there are also brain regions linked to or part of the emotion center and olfactory brain that have direct access to visual stimuli when they hit the retina. This is especially the piriform cortex and the hypothalamus (Mensing 2021). As part of our emotional center and olfactory brain, the hypothalamus plays a multifaceted role. It essentially controls the release of hormones and thus has an influence on our nervous system and thus also on our emotional state. The hypothalamus and its network also like to be stimulated olfactorily and gustatorily with appropriate aromas. Depending on the current need, it has a preference for cool-fresh or warm-culinary scents. These scents, supported by color, have an additional multi-sensory stimulus optimization effect on the hypothalamus.

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The scent secret of „feel jade!“

One of the hypothalamus' favorite plants is vanilla. Its scent and taste as a cooling ice cream or in combination with a warm dessert has universal popularity, not by chance. Slight notes of vanilla or edible scent also exists in combination with green plants, which brings us closer to the scent secret of „feel jade!“. All cultures know preferences for the scent of beneficial edible green plants, which have a certain fresh-sweet, pleasurable aroma and are good for you. Throughout the Americas, sweetgrass, also called fragrant lady grass or vanilla grass (*Hierochloa odorata*), was the most popular therapeutic aromatic plant among indigenous people. To achieve the best effect, the green plant was pressed in bundles on the body and smeared. Woven into a wreath, it was worn during incenses. Its pleasurable gentle scent served primarily as a mood-lifter for all age groups in depressive moods. In addition, vanilla grass was the accompanying scent of medicinal and religious rituals. Through modern perfumery and aromatherapy, the gentle scent of green beneficial plants has been increasingly refined in its effect, especially for more enjoyment. For more freshness and thus also for even more mood enhancement, the green and soul-flattering plant scents are nowadays often enriched with bergamot or other light citrus notes. The plants are often combined with aqua notes and flowers such as jasmine. This creates the impression of a gently green wooded spring in which delicate blossoms and plant leaves float. In this combination, the whole thing seems light, relaxed and liberating and falls into the fragrance category of delicate aquatic - floral - planty, which is also reflected in the soft jade green of Sustained Color No.5 „feel jade!“

How the effect of Sustained Color No.5, „feel jade!“, can be further enhanced by room fragrances

Linari Luce is a good example of a room fragrance that enhances the effect of „feel jade“ as a colour. Green lush plants lie shimmering in a refreshing forest spring. Together with the color feel jade!, rooms become mood-brightening places in which a sensual, pleasant and auspicious light can quickly set in. Another example of „feel jade!“ is the room fragrance Cucumber & Lotus Flower by Antica Farmacista. It is the scent of a green garden pond with lotus blossoms floating in it. Behind it are fields of flowers and even a small fruit and vegetable garden. In combination with the color feel jade! a soft green SPA smell floats through the room. You feel healthy and your senses revive.

Further reading:

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