



Fragrance Story No.6

The fragrance for „dive deep!“, the Sustained Color No. 6

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

Rebirth or the magical attraction of a blue-green water world

The shade „dive deep!“ of the Sustained Color No.6 is an invitation to dive into the coolness of deep blue-green water, which refreshes the senses and is good for regeneration and relaxation. Even for the ancient Egyptians, the blue-green water world of the Nile with its aquatic plants had a magical attraction. According to Egyptian mythology, the blossom of the Blue Lotus emerged from the blue-green primordial waters with Nefertem, the patron god of fragrances, sitting on it, which symbolized rebirth to the Egyptians. In fact, the blossoms close at night and seem to sink into the water, only to rise again in the morning. The blue blossom of the lotus was especially served at feasts and banquets and was the preferred decoration of the „interior designers“ of the time (Byl 2012). The blue-green water plant was particularly popular for smoking and was even said to have healing properties. A pleasant fresh-green-spicy fragrance with a slightly sweet-balsamic undertone was produced in rooms. Water itself has always had a magical fascination for people, if only because it appeals positively to all the senses. We like to see blue and green water with all its nuances; we like to smell, feel, hear and taste it. We enjoy its complex psychological effects, for example, when we immerse ourselves in water when we are stressed and overstimulated and are then completely alone with ourselves and the element. It's like a real primal experience, something that occurred before birth and is therefore deeply anchored in our unconscious. New York Times bestselling author Nichols writes in his book Blue Mind: „The Surprising Science That Shows How Being Near, In, On, or Under Water Can Make You Happier, Healthier, More Connected, and Better at What You Do,“ (Nichols 2015). The primal experience of water, like the Kneipp cure, has spawned many types of hydrotherapies (water therapies) and now have a scientifically recognized effect as natural remedies and contribute to a rapid calming effect on the nerves. Those seeking this effect will find a natural, blue-green water world, as represented by the refreshing, slightly cool shade „dive deep!“, particularly appealing. „dive deep!“ invites you to dive into another world. Often far away, but one that has become indispensable due to increasing stress. One that immediately inhibits all the noise in one's head and distractions of one's thoughts, thus promoting personal rebirth.

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Perfumery in search of freshness and coolness

The creation of invigorating, pleasant freshness has been one of the basic aims of perfumery since its inception around 9,000 years ago. To create a feeling of freshness with a touch of coolness, even in the infancy of perfumery, plant parts of leaves, roots, flowers and fruits (especially citrus peels) were squeezed and enriched with the coolest possible rainwater and spicy oils (green unripe olives and grapes - called omphacium). But there have always been fragrances whose freshness was based purely on water. This was particularly loved by the Romans, who, probably inspired by the Greeks and Persians, sprayed pure rose water especially in theatres to produce pleasant coolness and refreshment. Even when alcoholic perfumery was first discovered, used or rediscovered in Egypt in 400 BC, the addition of water was never dispensed with, especially for freshness in perfumes. Later, alcohol was also used in the Orient and in Africa, with which fragrance oils unfolded in an even richer, more brilliant and slightly cooler way. To this day, most perfumes are based on alcohol to which a little water is added. It not only supports freshness, it also makes a perfume more pleasant for the skin when it is sprayed on because it reduces the somewhat sharp drying effect of alcohol.

The modern aqua fragrance experience

In modern perfumery, a slightly cooling, watery, blue-green freshness is offered in a wide variety of fragrances. Typically, these are aqua, marine or maritime notes, which contain a slightly cool fragrance impression with some menthol, mint or eucalyptus. For more freshness, invigorating citrus and other plants are often added, giving aqua fragrances that are actually associated with blue a greenish to yellow-greenish aromatic scent impression. For a modern aqua experience, Calone was discovered in 1951 as a fragrance component that was to dominate perfumery in the 1990s, especially for creating a marine note impression. This fragrance building block, which smells light, airy and watery and also has something of the scent of green watermelon floating in seawater above oyster beds, brought the Aqua fragrance direction to a new level. A milestone at the time was Calvin Klein Escape, which was launched worldwide between 1991 - 1993 and was then to be the fashionable scent for aquatic perfumes for 10 years. Until the hundreds of variants of Calone, or ocean freshness, were literally over-scented. As early as the mid-90s, perfumers were looking for new fragrance components that reinterpreted sea freshness in particular, or at least made it more interesting, especially those that could be created more delicately or that did not have the smell of oysters. Thanks to research, they succeeded, and today even Calvin Klein Escape is free of calons. The new aqua fragrance components then became, for example, Cascalone, Aldolone, Transluzone, Aquozone and Aqual, which reproduce the maritime experience in a very complex way. Olfactory zeitgeist tastes also changed and people wanted more aromatic green tones in the cool blue Aqua fragrance experience.



This refreshing fragrance composition has become more and more sought after over the last few years and knows two main fragrance directions:

In the Aromatic-Aqua fragrance family, there are currently (2023) 91 perfumes for women, 452 for men and 330 „shared“ fragrances on the market. Perfume classics in this fragrance direction are Azzaro Chrome Aqua and Davidoff Cool Water.

In the neighboring fragrance family, which presents freshness and wateriness as Aromatic-Citrus, there are 340 perfumes for women, 762 for men and 1256 „shared“ fragrances on the market today. Typical perfume examples are Acqua di Parma Blu Mediterraneo Arancia di Capri or the successful classic by Dior - Eau Sauvage, which was launched as early as 1966.

Traditionally, fresh aromatic aqua citrus notes were poured onto the body or a handkerchief for refreshment rather than sprayed on. Over the past centuries, the inedible citrus fruit bergamot, has become the classic key fragrance component of this scent. The lively effervescence that bergamot gives to the top notes of perfumes has attracted the famous, the powerful and the extraverted in particular in droves since 1672, when the scent was first introduced to France and Germany from southern Italy. „Bergamot addicts“ were, for example, Louis XV, his mistress Madame Pompadour, Napoleon Bonaparte and also Richard Wagner. They used bergamot fragrances (such as „Aqua Admirabilis“ or John Maria Farina’s Eau de Cologne) by the litre. In the meantime, neuroperfumery has an explanation for this. Citrus fragrances have a refreshing multiple broadband effect on the brain. In particular, they stimulate the orbitofrontal cortex, which is, among other things, the headquarters of the personality trait extraversion (Mensing 2021).

The group of the powerful and extraverted, with their impatient noses that demanded immediate action, set the standards for refreshing, invigorating bergamot notes early on. They still apply today. The current generation of bergamot fans loves the blend with additional freshness, for example, from lime, grapefruit, mood-lifting mandarin, but also kumquat, aqua notes and green plants. This promises a more complex and longer-lasting „revival kick“, and immediately puts new perfumes of this fragrance direction to the test of olfactory immortality. There is now more and more opportunity for this. The development of both fragrances (Aromatic-Aqua and Aromatic-Citrus) shows the great need perfume lovers now have for invigorating, soothing freshness or for immersion in a blue-green world of scents where yellow sunbeams glitter from above. But a new additional fragrance need is already emerging that puts watery freshness, or aqua, into a different context.

The fragrance for the „dive deep!“ Power Room

To set the scene for the invigorating, soothing freshness of „dive deep!“ the Sustained Color No.6, the base scent impression of cucumber with sea salt (e.g. from Urban Naturals) is suitable, which already olfactorically conveys the subtle impression of diving into a botanical seawater world together with the color in a room. To optimize this room fragrance experience, it is combined with a blue-green water note that has a slightly cool algae note and blends into a soothing sea breeze (e.g. Aqua by Antica Farmacista). If desired, fresh basil (e.g. from Linari Onda) can be added to make the olfactory impression even greener.



By combining different room fragrances, called fragrance layers, every interior designer becomes his or her own perfumer, enriching design multisensory through fragrance and thus making it even more emotionally appealing. In fragrance layering, the scent of two or three perfumes is combined, in our case room scents, to create a specific blue-green seawater world, for example, and to interpret it in a more refined and individual way. Your own nose decides whether basil, coriander or ivy harmonizes better with an aqua note for the scent of the Sustained Color No.6.

The aim of scent layering is always to achieve a scent-psychological effect in addition to an aesthetically pleasing room scenting. For „dive deep!“, this should be based on the fact that color and scent complement each other in a multisensory way so that their interaction creates real sensory power spaces that offer inspiration, regeneration and relaxation. This succeeds when scent and color together have more effect than a single sensory stimulus can. From the point of view of scent and color psychology, there is no question that scent and color can promote a perceived personal rebirth. From the point of view of scent psychology, a well-chosen scent alone can be a transformation offer for one's own self in order to bring oneself closer from an experienced current state, e.g. exhaustion, to an ideal self or a sought-after feeling, e.g. re-inspiration. The color tone „dive deep!“ together with the matching fragrance can thus unfold a downright magical power or effect, giving different rooms (such as kitchen, work and living areas) an inspiring aura of calm and serenity, with the resulting associations of refreshing blue-green water in which one would like to dive, or of organic vegetable garden freshness simply doing one good.

Further reading:

Byl SA (2012) The essence and use of perfume in ancient Egypt. University of South Africa

Mensing J (2021) Schöner RIECHEN - Die magische Wirkung von Parfums auf das Wohlbefinden. Springer, Heidelberg

Nichols W.J (2015) Blue Mind: The Surprising Science That Shows How Being Near, In, On, or Under Water Can Make You Happier, Healthier, More Connected, and Better at What You Do, Little, Brown and Company, Boston.

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