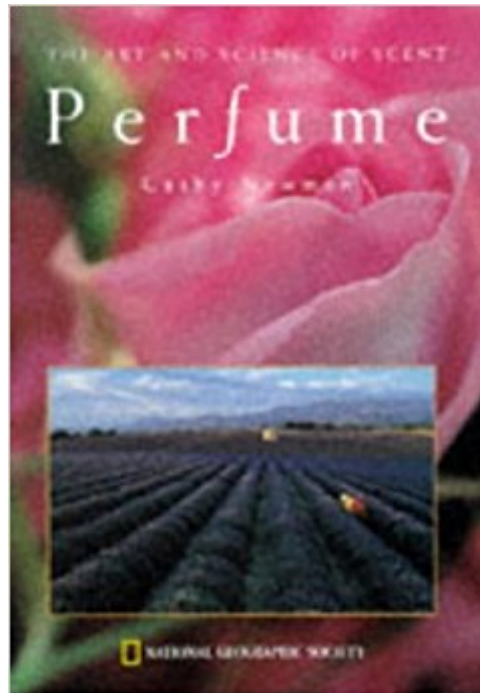




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Perfume: The Art And Science Of Scent



Synopsis

Perfume takes the reader behind the scenes to watch how the elements of perfume are harvested and processed. This book with oversize pages contains stunning colour photographs.'

Book Information

Hardcover: 176 pages

Publisher: National Geographic (October 1, 1998)

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Average Customer Review: 4.4 out of 5 stars 13 customer reviews

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Customer Reviews

Newman's investigation of perfume and the perfume industry began as an article for National Geographic, but as she delved deeper into the topic, she found herself writing a book. There are many, many books published each year that should never have been promoted beyond magazine articles. Fortunately, this is not one of them. Whether Newman is describing the science of extracting scent from the natural world, the technology of manufacturing perfume, the business of producing it, or the craft of selling it, she never fails to capture the reader's imagination, both with the indelible detail (a concentrate made from French jasmine sells for \$12,000 a pound) and the fascinating historical aside (the fragrance industry in England was launched in 1573, when the earl of Oxford gave Queen Elizabeth I a pair of scented gloves). Perhaps most memorable is the chapter in which Newman describes her participation in a journey to the Costa Rican rain forest in search of new scents. A terrific mix of popular science and culture. Ilene Cooper

Scores of glorious Full-Color photographs make this one-of-a-kind book as lavish a treat for the eye as for the imagination--and as unforgettably, irresistibly evocative as a classic perfume. --This text refers to an out of print or unavailable edition of this title.

This is more of a coffee table book than what I was hoping for with "Science" in the title. It is a pretty book though.

A good insight into the "Art" involved in the Perfume business...Good book and excellent pictures for the just want-to-know person. BLESSINGS in HIM!

Breathtaking in every way!

Excellent! Like new. As described.

I honestly didn't think I'd be reading the entire text of this book but just a general going-over and a look at all the gorgeous photos, but she really pulled me in with her writing! She is so descriptive and I loved the stories she told of the people she met who shared their stories with her about how much the scent of a loved one has impacted them still today. I learned so much about perfume and the industry, and the key words people use in the industry (and perfume hobbyists!) as well as what all the different types like animalic, chypres, florals, orientals, etc...are. I picked this up from the library but this is worth buying for me.

This book gave a fascinating history and overview of the use and creation of perfumes. It all seemed to have started when Romans wore perfume-soaked garments and shoes while Egyptians placed perfumed unguents in their hair to produce a slowly diffused scent that surrounded them. From Catherine de Medici in the 16th century to Coty to Coco Chanel, there has been a connection between fashion and fragrance. During this time, the perfume bottle has evolved from a simple container to sculpture, often giving identity to a scent. I learned that to be called "perfume", there must be an oil concentration of 22% or more. Eau de parfum has a 15-22% oil concentration while eau de toilette has 8-15% concentration of oil. Cologne has less than 5%. The average fragrance has 60-100 ingredients and complex ones can have 300. Estee Lauder's "Beautiful" has 700 ingredients, which is a record.....and its formula is 12 pages long! The perfumer must have a vast knowledge of raw materials and also of chemistry. There are only about 400 perfumers in the world and their training can take 10-15 years. One reason why perfume can be so expensive is the amount of an ingredient needed to yield what the perfumers use. For example, two tons of rose petals are needed to yield just one pound of rose oil! Petals must also be quickly picked as the amount of oil

that they yield diminishes as the day goes on. I found the explanation of "headspace technology" very interesting. There are machines that vacuum up the molecules of a scent and then run them through machines that separate the fragrance into chemical components and identify them. This is particularly valuable when collecting the scent of a rare plant or when it is desirable to leave the plant in its natural environment. A very informative and beautiful book. The accompanying photos are lovely and give the reader an added level of understanding.

This is a fascinating book, filled with well researched information I've not heard before. Lately, I've been rediscovering the pleasures of fragrances, and was so happy I picked this book up. This covers the creation, development and marketing of perfume, including insider information. Really added to my appreciation of perfume and fragrances. Especially interesting was the section on the efforts of scent developers to discover a new flower that could be used in perfume, and how they actually capture the scent molecules in the rain forest to take back to the lab to duplicate the scent. Anyone who likes perfume will enjoy this.

This bewitching, lavishly illustrated book does really explore every aspect of the fascinating yet little known art and science of scent. This book is very detailed from the beginning to the end. The photography is stunning and spectacular! It captures all the elegance and romance of an art where image is truly everything. The book is very well written. It takes you through a very vivid journey into the fascinating world of fragrance. Sophisticated and irresistible as the classic it celebrates. I have read this glamorous, enthralling book twice and plan to place it on my coffee table as a conversational piece. It is well worth the money, every cent and then some. **TRULY THE ESSENCE OF ILLUSION!**

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