

PERFUME IS PERSONALITY PLUS

By MARGARET BELL

A FAVORITE DRESS can give you a lift, make you feel prettier, put you in a good mood.

Perfume can do the same thing if you know how to choose the fragrances that have a special affinity for you. Though there are hundreds of different fragrances to choose from, perfumes fall into seven basic types. So you should cultivate many favorites, each because it heightens a mood, plays a theme song to match the way you feel or want to feel.

To help you pick the perfumes that are your special mood makers, FAMILY WEEKLY offers you a complete Perfume Typer, a compact library of famous-name fragrances. There are 65 vials of perfume, each different yet representative of one of the basic types. You may find that your favorites fall into one or two groups—that you like to wear different fragrances the way you wear clothes—for the occasion, for the mood.

PERFUME HAS ITS OWN PERSONALITY

All perfumes can be grouped into basic types with definite characteristics. But within each group, there are many different themes. You may like one floral blend and not another, one Oriental and not another. Your Family Weekly Perfume Typer (see coupon at left) will give you the opportunity to test and compare many varieties within each fragrance group.

The seven basic perfume types are:

Single Florals—These perfumes have a predominant note of the fragrance of one flower, such as rose, violet, lily of the valley, gardenia.

Floral Bouquets—As the name suggests, these are a blend of floral scents and may range from delicate light to rich, heady fragrances.

Oriental Blends—These are exotic perfumes with warm undertones of musk, amber, and civet. They vary between predominant floral scents and rich resinous overtones.

Modern Blends—Since the basic characteristic of these perfumes is not to be

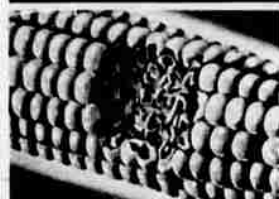
found in nature but was discovered in a test tube, there is no fragrance quite like them. They are clear, cool, sophisticated.

Forest Blends—Also called woody or mossy, these fragrances are often characterized by notes of sandalwood, rosewood, or cedar, or by grassy or ferny notes.

Spicy Bouquets—These perfumes are characterized by the pungent overtones of ginger, clove, cinnamon, and other spices. They may also have spicy floral notes, such as carnation or geranium.

Fruity Blends—The distinctive fragrance of these perfumes may be a fresh, airy citrus note or a warm peachlike scent.

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