

Fragrance Concentrations

The concentrations are defined by the relationship of fragrant material to the carrier (alcohol)



*From the French perfumery perspective

We are primarily concerned with defining *Perfume* and *Cologne* and Alchemy's relationship to accepted terms of fragrance concentration. '*Cologne*' is more of a marketing term. It used to mean a specific fragrance profile, not "cheaper" or "for men".

At Alchemy, *Perfume* and *Cologne* are *styles* of fragrance defined by old rules: *Colognes* tend to be light, ephemeral and have lots of heart and top notes. While *Perfumes* are richer, fuller, more tenacious and have more base notes in the formula.



Alchemy Perfumes are formulated, poured and packaged by Alchemy Slow Living Studios, (ALCHEMY, LLC) Ferndale, Michigan

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