

# Scentsational

BY DALEY QUINN

*Calling all key note seekers: This season's new fragrances really have something to spray. From boozy bases to earthier elements, treat yourself to a spritz that best suits your senses. Turn the page for our perfume picks.*

*New fragrance boosters extend the longevity of your signature scent. Try Linger by Scent Invent, \$32.50, and FragranceLock, \$30.*





## Of the Essence

Select, store and spritz like a pro, thanks to these top tips from Caroline Ivanica, perfumer at Drom Fragrances.

**Oily skin retains fragrance well.** If your skin tends to be dry, swipe on unscented lotion first.

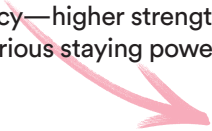
**Keep bottles away from heat and light.** For added shelf life, store in the fridge.

**Go beyond your pulse points—**apply to unexpectedly warm areas like the crook of your arm and behind your knees.

**Take a 20-minute break when shopping and testing new scents.** Perfume needs time to fully develop.

## Eau, the possibilities!

Pick your perfume based on its potency—higher strength equals serious staying power.



TYPE	CONCENTRATION OF FRAGRANCE OIL
Parfum (\$\$\$)	12% to 20%
Toilette (\$\$)	8% to 12%
Cologne (\$)	3% to 5%

If you like the smell of **spicy incense**, you'll love notes of jasmine and myrrh.



Isabel Isabel  
by Isabel  
Toledo, \$52.50

If you like the smell of **a bouquet of flowers**, you'll love peony and freesia extracts.



Missoni Eau  
de Toilette, \$94

If you like the smell of **Jack Daniel's**, you'll love a whiskey base.



Korres 20 Year  
Fragrance, \$52

If you like the smell of **homemade cookies**, you'll love a vanilla-based scent.



DKNY Be  
Tempted, \$90

If you like the smell of **a wood-burning fire**, you'll love a perfume that includes cedar heart and mahogany.



B. Balenciaga  
Intense, \$110

If you like the smell of **men's cologne**, you'll love one with mandarin and sandalwood.



Jo Malone  
London Orange  
Bitters Cologne,  
\$135