



*foul | or | fragrant*

THE STUDY OF SCENTS AND PHYSIOLOGICAL EFFECTS

PRESENTAION BY LINDSE SHERMAN

A glowing blue wireframe brain is centered on a black background. The brain's structure is composed of interconnected lines, giving it a translucent, ethereal appearance. The lighting highlights the folds and grooves of the cerebral cortex.

## *B*ackground Info:

The association of fragrance and emotion is not a made up phenomenon from our poets and philosophers. Our olfactory receptors are directly connected to the limbic system, the most primitive part of the brain, which was thought to house the heart of our emotions.

### *The Limbic System*

The limbic system is a complex set of structures that lies on both sides and underneath the thalamus. It appears to be primarily responsible for our emotional life, and has a lot to do with the formation of memories.

A glowing blue wireframe brain is centered on a black background. The brain's structure is composed of numerous interconnected lines, creating a mesh-like appearance that highlights its complex folds and gyri. The lines are a vibrant blue color, giving the brain a futuristic and ethereal look.

The use of fragrances to influence the human psyche and emotions has a deep and long history spanning several centuries.

**B**ackground Info:  
smell sensations are relayed to the cortex where the cognitive, recognition occurs, only after the deepest part of the brain has already been stimulated.

headaches, and depression, while other esoteric materials seemed to refresh and excite the wear

## The Science of Smell

Laboratory tests consistently prove that the science of smell is subjective.

However, there is a common consensus that a specific smell will contain a pleasant or repulsive scent.

But every person is affected in a different manner. To one person it could be sweet and to another it could be sour.



## odor "imprinting"

Some researcher speculate that the phenomena of specific smells being drastically positive as a fragrance, or opposite and express a negative connotation as an odor for different people because of the phenomena of odor imprinting.



odor "imprinting"

Certain smells will remind us of either specific people, places, things or happenings.



**Bounce**

The image shows a box of Bounce fabric softener. The top half of the box has a wood-grain texture. The word "Bounce" is written in a large, white, bubbly font with a red outline and a yellow drop shadow. Below the text is a scene of a yellow sky, a green field, and a white sheet of laundry hanging on a clothesline against a blue sky with green hills in the background.

bounce reminds me of a freshly made bed as a child very comforting. To others if they are allergic to scented detergents it could remind them of an allergic reaction.



odor "imprinting" examples

The smell of bagels and coffee

These two smells remind me of my father early morning routine and Monday mornings. To me this is a pleasant smell.

first grade  
warmth

mondays  
musk

childhood  
breakfast

weekends

= my father

daddy

jewish

long days

strenght

winter  
protection

## odor "imprinting" examples

The smell of *Clinique Happy* always will remind me of my mother and special occasions or being tucked in at night. This is how odor imprinting could remind you of a person such as, your mother or grand mother.



clinique happy.

just be happy

makeup

rich

musk

childhood

fancy

night

warmth

autumn

protection

orange

story time

mother





## Categorizing Scents

### SCENTS AND EMOTIONS

The emotional classification system developed by Dr. Paul Jellinek a perfumer

Categories:

aphrodisiacal  
narcotic- intoxicating  
refreshing  
stimulating

## Aphrodisiacal *Ambrette seed, costus root, and Canada Snake Root*

These material scents have a blunt and intense odor. They tend to be waxy, fatty alkaline or rancid over tones.

Unless diluted, these odors are usually unpleasant. When diluted they bloom into low sweet, deep and warm fragrances some times suggestive of body scents.

Their effects can be arousing

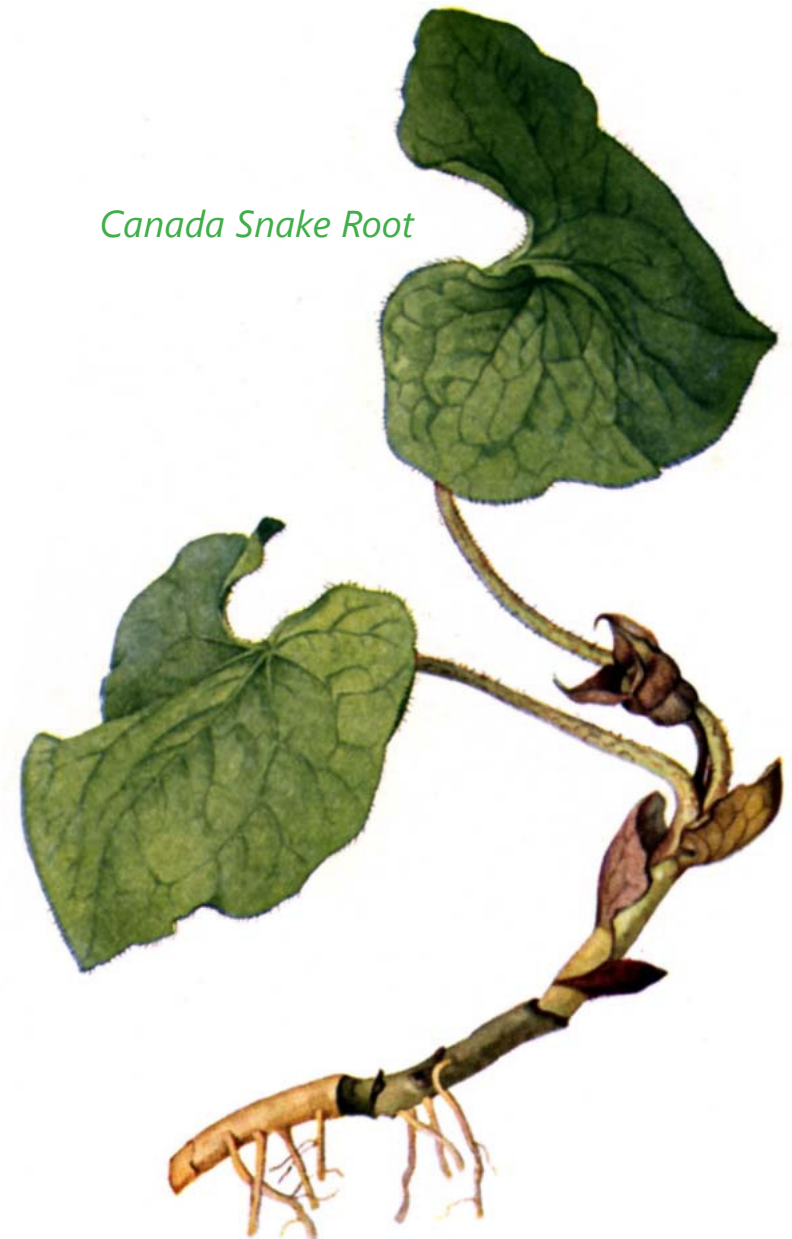
Ei. a **Muck smell**, which has been used for thousands of years as a strong lasting cologne.



*Ambrette seed*



*costus root*



*Canada Snake Root*

## Narcotic- Intoxicating

*flowers and Balsams*

Sweet, Heady, Soft fragrance materials, such as flowers and Balsams, create a feeling of languor and relaxation.

These materials which can dull our senses and slow our physical reactions fall into the category of narcotic. Too much of this type of material can cause headaches and nausea.



## Refreshing Scents

*Mint leaves, Evergreens, citrus and Campor*

Mints, Evergreens, and citrus scents can stimulate, awaken, and cause feelings which, belongs in the refreshing category.

Characteristics include:  
Sharp, Clean, high, and piercing notes

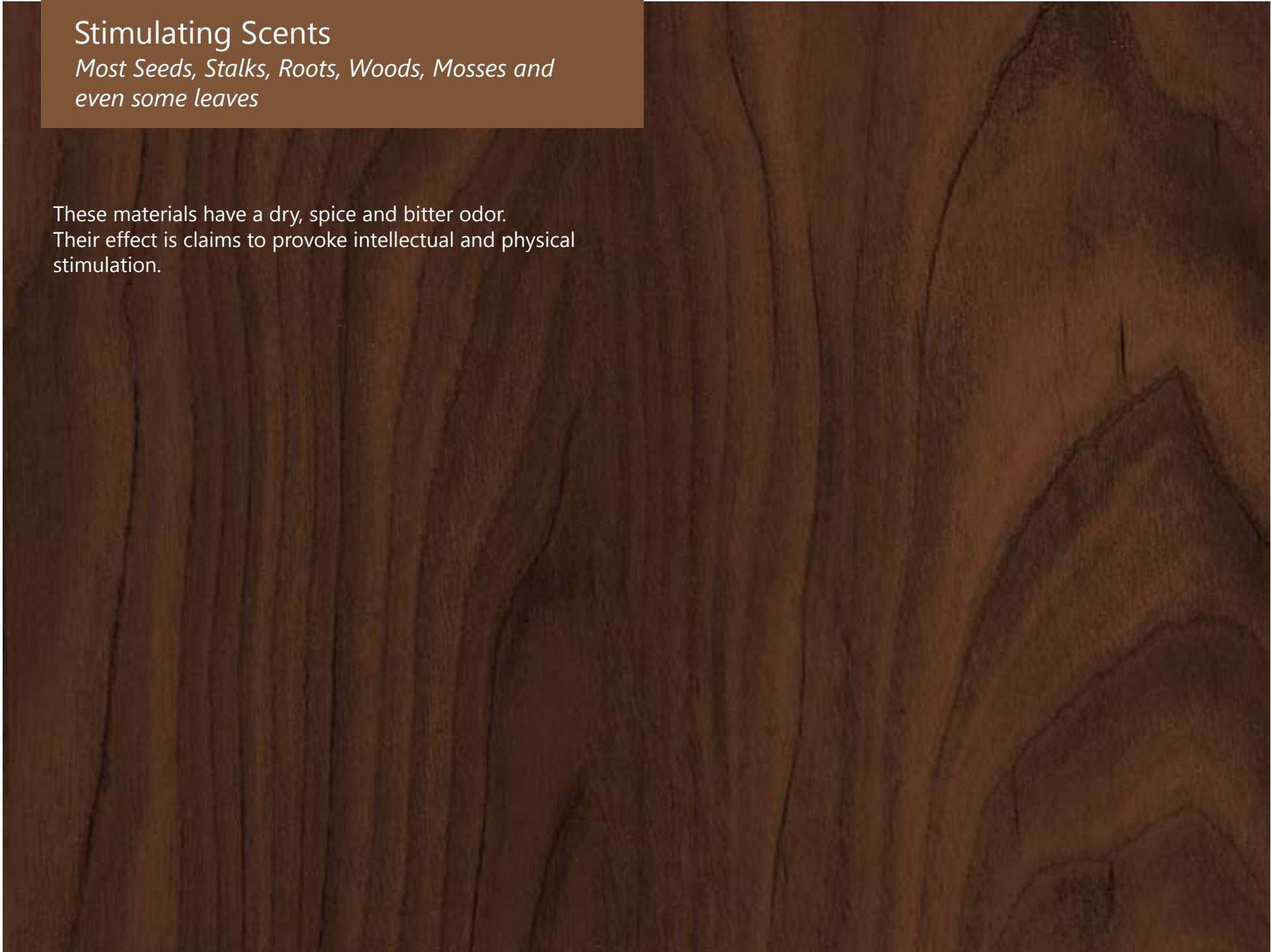
In large amounts can these scents can clear sinuses and cause your nose to run.



## Stimulating Scents

*Most Seeds, Stalks, Roots, Woods, Mosses and even some leaves*

These materials have a dry, spice and bitter odor. Their effect is claims to provoke intellectual and physical stimulation.



## Other Combinations

### Kitchen Blends:

Sweet and spicy, fruity or citrus-like

### Bathroom Blends:

Refreshing mint, Evergreen, Lemon blends

### Living Room Blends:

Combination of kitchen and bathroom with a fresh flora note

### Bedroom Blend:

Combination of floral with a hint of musk

The smells in the bedroom are one of the most important they can have physiological effects on your dream patterns according to some studies



Resources:

[http://www.auracacia.com/auracacia/aclearn/ar\\_poweroffragrance.html](http://www.auracacia.com/auracacia/aclearn/ar_poweroffragrance.html)

<http://www.anapsid.org/pheromones.html>

<http://ict.usc.edu/files/publications/ScentGameplayFinal.pdf>

<http://news.nationalgeographic.com/news/2008/09/080923-smell-sleep.html>