

Soliflore Perfume Challenge for the Summer of 2011



Roses, Stargazers, and Iris in the garden. 2000

Sponsored by Coeur d'Esprit Natural Perfumes in Coquitlam, British Columbia, Canada

Beginning on July 1, 2011 with an end-date of Aug 31, 2011

The Prize to be sent out by the end of Sep.

What defines a Soliflore perfume? In this case, Natural Perfumers focus on the overall impression of the chosen flower; those ethereal notes that make up the whole. What are the subtle nuances being expressed? I have read that Rose oil has over 300 identifiable chemical components. One could choose to zero in on the spiciness of it and juice that up by adding more spice notes to the blend. There are many ways to go. As well, the different natures of the scent can be explored. Is it shy and in the background? Self-assured, up front, and centre? Complicated and convoluted? Delicate and wispy? What is the Perfumers' Vision of the whole orchestra of smells that add up to the overall symphony of the flower?

Guidelines:

- o Please be fair to others and ensure that, when you sign up, you intend to follow through with this project as only the **first ten (10) Registrants** will be taken then the registering process will be closed.
- o Anyone who wishes to **Register**, please send an email to LynAyre@telus.net with
 - your full name
 - mailing address
 - phone number
 - recent photo

Website URL

permission to post your entry on my

Blog at <http://coeurdespritnaturalperfume.blogspot.com/> and

Website at <http://www.scentofnature.net/>

Please ensure you follow all the 'guidelines'. In the first challenge, people 'lost points' for not including a data tag, using an incorrect amount of ingredients, not sending a photo, and so on.

1. No matter if your perfume is based in alcohol or oil, the end product should be clear and free from imperfections. The way to do this is to refrigerate, filter, and/or use a pipette to suck up all but the floating/sunken bits into another container. If your perfume has had a chance to sit for a month or so, and you have shaken it periodically, the more dense particulates will have diluted themselves into the alcohol or oil. Leave it sit again for a few days then draw off the clear part and put it in your final bottle.

Imagine you are doing all of this for a high-end client and really want to impress him or her. This is very good practice for when this happens for you.

2. For the **Soliflore**, you are allowed to use up to 22 ingredients.

3. A **Data Tag** must be attached ie: name of the perfume, list of the ingredients, name the base, your company information (even if it's simply your name and contact information), the size of the end product ie: 5 ml; precautions, how to use, and the 'best before date'. (See last two challenges for an idea of what a Data Tag looks like).

4. Please follow these directions

- o submit the perfume and the following to me by August 31st
- o send two 1 ml sample vials of perfume for evaluation via the mail
- o base can be clear alcohol or oil (these do not count as part of the 22)
- o If you use a scented tincture or maceration as your base, that will count as an ingredient.

- o write 5 sentences that tell the story behind your new creation and submit via email
- o write 5 sentences about who you are in relation to Natural Perfumery and submit via email

We hope that perfumers from all over the world will participate in this challenge.

Each perfumer is graded 1-10 on the following categories: how well they followed the above instructions; their vision of the perfume's creation; a short five-sentence bio; a recent photo; a Data Tag with pertinent information about their perfume; the balance, character, diffusion, tenacity, and structure of their creation.

A Natural Perfume has the following qualities:

- o Balance – so that no single component can be detected, unless it is a **Soliflore** as is the case this time.
- o Character – The twists and turns of a perfume as it evolves on the skin. What kind of a perfume is this? Is it a raunchy riot? Is it soft and gentle? Where does it take you? What's at the heart of it? Does it have personality? How do the layers unfold? Who would this perfume appeal to?
- o Diffusion – does it surround the wearer with an aura of scent?
- o Tenacity – staying power is the ability of a perfume to last on the wearer for more than just a couple of hours
- o Structure – Is there harmony in the mix? Have the base, heart, and head notes been properly addressed? Are the proportions correct for these ingredients so that there *is* balance, character, diffusion, and tenacity? Does it have dimension?



The Prize A beautiful 5 ml atomizer of Coeur d'Esprit Natural Perfume surrounded by an elegant gold sleeve, suitable for wearing in the Fall; perfect to carry with you.