

# Mija Style



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## Selecting a perfume is key to defining your state of mind

**Contexto Latino** - "Giving or communicating," this is how Le Petit Larousse Illustrated defines the word "aroma". As this is exactly what each person, consciously or not, wants to do when selecting and spraying perfume on his or her body and clothes. Because we know that fragrances are directly linked to a person's state of mind: some aromas have a calming effect, several create an air of elegance and attractiveness, while others may make a person feel happy and full of energy.

If an outfit, hairdo and accessories are elements that clearly define a person's image then perfume is the key to defining his or her state of mind. Selecting a perfume is the finishing touch, as it gives new meaning to essences that reflect our personal best and the way we behave in certain situations. Many people swear by the fact that there is no truth behind this system. In other words, perfumes are no longer classified as a "perfume for work" or a "party aroma". Nowadays, the selection of a perfume depends on how the person who is wearing it wants to feel. In simple terms: we select perfumes by emotions. For example, you may say, "I want to wear this scent 'cause I want to feel young" or "I am going to spray this perfume on because I want to relax like if I was at the beach."

### Finding the right perfume

One fragrance alone does not exist for everybody. In fact, there are countless and we have advertising to remind us. Its necessary to keep in mind that everyone has his or her own natural scent -- just like newborns. Each is different, due to a person's skin type, diet, the amount of water in the epidermis and habits. This has a lot of influence to how some aromas complement some people and clash on others.

Read the following tips so that the difficult process of choosing a perfume on your next shopping trip or for your next night out will become a very easy task:

- \* Select a perfume during the early morning, since your sense of smell is more sensitive during this time.
- \* Don't make a decision based on the aroma that a perfume expels from its packaging or flask. Spray it in the air or rub it on your skin and wait to feel the life of the fragrance. Why do you think that all perfume counters offer samples of their fragrances on small strips of paper?
- \* Apply perfume on your body-on your pulse points like your neck, chest and wrists-spray some on your clothes, and get dressed later. Your body helps to detach the fragrance and the effect lasts several hours.
- \* Don't be afraid of throwing away unconvincing fragrances. If someone gave you a perfume that

you don't care for -- because it's too  
strong, sweet, or whatever -- and you wear it only because you feel obligated, it will be  
reflected in your state of mind, since its likely  
that you don't feel comfortable with the above mentioned aroma.

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