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THE IMPORTANT PART OF YOUR LIFE – YOUR FRAGRANCE

Introduction. Fragrance is an important part of our world now. It gives us a special feature, uniqueness and distinguishes us from the others. But besides the pleasant odours of the perfumes, we can harm our health using them. There is only one university in the world – the International Institute of Perfumery, Cosmetics and Food Flavors (ISIPCA), which trains top-level professionals and it is based in France (Versailles). Perfumer is an expert who is engaged in the creation of new fragrances or the sale of ready-made perfumes. It is a kind of creator who possesses impeccable taste, ability to compose and memorize different aromas, as well as a talent for predicting fashionable perfume trends. Of course, it is very important to understand the chemistry and technology of creating different scents.

Objectives. The basic objectives of this research are:

- to observe main techniques and stages of perfume production;
- to analyze ways how to distinguish an original perfume from a fake;
- to investigate the negative impact of counterfeit perfumes on health.

Presenting main material. When buying perfume, few of us think about the process of their creation. A large number of professionals, including different professions, are involved in each stage of the creation of perfumes.

One of the main stages of aroma creation is the production of a perfume composition. Most of these compositions are created in the city of Grasse, the so-called perfume capital, in France. For expensive fragrances only natural expensive components are used, and for cheaper – less natural and less expensive. The next step in creating the fragrance is dissolving the composition with the highest quality

alcohol, that is, 70% concentration. Next, the solution is brought to the desired condition, leaving it for several weeks. The last step is filtering, after which a clear solution of a particular color is obtained. And finally the perfume is bottled into suitable and necessarily dried vials.

There are simple ways to distinguish an original product from a fake. Let's start with the packaging. We always look at the packaging of perfume. In fact, distinguishing the fake from the original is quite difficult, but possible. Manufacturers use cellophane, transparent wrappers around a cardboard box. They must be smooth and free from defects. The aroma bottle itself should not be chipped or bubbling. You can check the authenticity of the perfume using the barcode on the packaging. The box should also include the following information: serial number, which must match the number at the bottom of the vial, composition, expiration date and country of origin (made in ...). The appearance of the atomizer. The nebulizer tube should not be longer than the perfume bottle. If it is bent inside the vial, it indicates gross forgery. The color of the perfume must match exactly the color shown on the site of the original perfume. Usually, it varies from whitish to dark yellow. Sometimes a little dye is added to the perfume, which gives the liquid a greenish, blue, lilac or pink hue. In any case, it should not be too bright and saturated. The first two or three sprays of perfume should be "single" [2].

Before buying perfume, you should know everything about perfume, from the appearance of the box and the bottle, the aroma and notes of the notes, to the location of the holograms and protective tapes, the size of the font and the tint of the box. You must know absolutely all the unique features of perfume. This will help you easily distinguish its original from fake.

Counterfeit perfumes are not necessarily only available on layouts and kiosks. Such products also sold in the shops of specialized stores – and even sellers do not know what they are actually selling. In Ukraine, the share of counterfeit perfume is at least 20% of the market. What is so dangerous about fake flavors?

In the manufacture of counterfeit perfumes dangerous components are used: it is *poisonous alcohols* and *dyes* that make the smell more stable, and the color – similar to the set. Also such substance as *phthalate* is often found in fake perfumes, it is a powerful toxin used as a scent fixer. It may cause skin rashes, headaches, or an allergic reaction. It accumulates in the body and can eventually lead to the development of cancer. Sometimes basic ethylene alcohol is often replaced with dangerous *methyl*. Its vapors can lead to complex poisoning, and if at least a drop gets on the mucous membrane – hospital will not be avoided. Besides, alcohols and aromatic impurities used in counterfeit perfumes lead to deterioration of clothing – discoloring or leaving non-washable spots on it [1].

True perfumes have a strict balance of all substances (the so-called “formula” of perfumes is usually kept as a secret).

Conclusions. It should be remembered that for production of expensive fragrances only natural expensive components are used, and for cheaper ones – less natural and expensive. Our health and even life can have fatal consequences, because of using counterfeit products with dangerous harmful components. If you are unable to purchase original perfumes, there are many options to make them at home with natural and affordable ingredients and much cheaper. The smell really plays a big role in our lives, because it is unpleasant when someone smells badly. But the choice of aroma is always attentive, accurate, individual and very scrupulous process and it can take some time. When you find your own fragrance, your life will change dramatically. “It will be time and you will not remember what the woman was wearing, but the smell of her perfume will remain in your memory for a long time,” – Christian Dior.

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