

Finding the PERFECT Fragrance

While reading an email, I thought it would be fun, and different, to turn my reply into this month's article; hoping the information will benefit those who are having the same decision-making trouble that Michelle was having. Enjoy!

Michelle of Seattle, wrote to say.....

"Hi there, Jean Ann.

I just purchased your ebook. I'm thrilled at all the information you have collected in one place! I'm writing for two reasons, one to thank you, and two because I am baffled about WHICH fragrances to carry. Yesterday I was only going to produce soy travel tins, today I'm going to make votives and jars, as well!!! Anyway, I have been agonizing over this, I have several scents that I love and friends have loved them, too.

Would you be willing to take a moment to jot down some of the top sellers? And how important is it to find "THE PERFECT" plumeria or pumpkin or lavender fragrance oil...it seems each company does some better than others! Do I just KEEP buying them!?!?!? :)

My Reply.....

Hi Michelle,

I'm happy you enjoy the ebook, and thank you for your purchase. The reason you don't see a list of my top sellers is very simple. What I sold as my top sellers, over time, may be old news with all of the new fragrances being created each day by manufacturers. Location and season are also big factors. What is hot in my neck of the woods, might not sell at all in your area. So, while writing the ebook, I didn't want to influence the reader when it came to choosing scents for their own products.

I think the best way to choose fragrances is to first look at what you like. Also get input from friends and family, their likes and dislikes. Try to have a nice mix of scent types - don't make it all one sided by choosing only food fragrances, floral, etc. Make sure you have some of each category type, like food, spice, fruit, floral, etc. It also helps to look at the suppliers list of best sellers. That is a good indication of what they move the most of. If you go to three or four different supplier sites and you see that some of their top sellers are the same scents, even though each supplier is located in a different area of the country, that's a good indication that the fragrance is a hit. For my time at candle making these were Hot Apple Pie, Macintosh Apple, Cinnamon Buns, Hazelnut Coffee, and Honeysuckle to name a few.

Don't forget to include some standard fragrances to your list. Vanilla is a very good example of this one. I had 2 or 3 vanilla fragrances, all selling very well. To the buyer it's sort of like going into an ice cream shop with 31 flavors. If you don't know what to try, you know it's safe to go with something you are familiar with, which is Chocolate or Vanilla. I found this to apply to customers who were buying for someone else. If they needed a gift, but didn't know what the person would like, Vanilla was usually the fragrance purchased.

How to find the "Perfect" fragrance for me was finding something as realistic as possible. If the bottle of oil said "Pumpkin Pie", I wanted to be able to close my eyes, smell the fragrance, and honestly think there was a pie in front of me. If I couldn't do that, it wasn't for me. Honeysuckle, for example, was a challenge. We have it growing all around the edge of our yard, so I knew what the original was supposed to smell like. I finally came across one fragrance oil that fit the bill.

You will run into fragrances that will be an even bigger challenge - like the Sugar Cookie example I wrote about in the ebook. There are many different sugar cookie recipes, and everyone has their own favorite. As with my example, I wanted the smell of the baked cookie, while my pouring partner preferred the smell of the cookie dough. You will have to make your own decision on items like these - get input from family and friends - vote on it if you have to.

My last bit of advice for fragrance is this. If you find a scent that you think smells wonderful, your testers think it smells great, but no one has ever heard of it, try renaming it to something that you think your customer could familiarize with, or what it reminds you of. For example, if the actual name is Midnight, do you know what midnight smells like? I don't. But if it was called Summer Night, could you get a better visual in your head as to what it might smell like? Remember to apply these ideas to scents you create yourself.

***One final note, not all fragrances oils are created equal. Always request or purchase samples of the scents you are interested in. Until next time!

Happy Pouring!

About the Author

Jean Ann Herley is author of [Stop Burning Time and Money In Your Candle Business](#), an ebook on how to make your candle business thrive with less time, money and research, and owner of [The Candle Making Business Resource](#).

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