

How do I store my fragrance?

We would always advise to store the bottle in a cool dark location, like a wardrobe or drawer, away from light and heat to ensure it is not affected by changes in temperature. When stored correctly, we would advise that the fragrance should ideally be used within 2-3 years from when it is first opened.

Making sure your Fragrance is stored correctly can also ensure that the maceration process continues on within the bottle over time. Storing your Fragrance away from direct sun light, preferably a cupboard or draw at room temperature will ensure conditions are optimal for the maceration process to continue.

How long will my fragrance last?

This depends a lot on the condition in which it is stored, and whether you have started using the fragrance or not. We generally advise that you use your fragrance within 2-3 years from when you have started using the product (provided it is being stored correctly). If the product has not yet been sprayed, it can last a lot longer than 3 years. As soon as the product has been sprayed or opened, it allows oxygen into the bottle and the ingredients will begin to oxidise. This is a process that will happen over time but the more oxygen is in the bottle (the more fragrance you have used) the quicker the oxidation will happen. We would advise that as you start to get to the end of your bottle, you use the remaining fragrance quicker than you would have at the beginning of your bottle to ensure you can enjoy the scent at its best.

How can I make my fragrance last longer?

There are methods of prolonging Fragrances and these do vary from person to person. Making sure your skin is well moisturised is imperative, our body oils are great for this – especially when using in the matching scent.

Another element of wearing fragrance is that the scents do interact differently with our skin based on the amount of moisture in your skin, for example during winter when the temperature is lower and we are exposed to heating, our skin is drier and does not retain the fragrance in the way well moisturised skin does, and conversely if the weather is warm and your skin perspires the natural oils from your skin can remove the scent from your skin. Therefore our staff find that spraying the fragrance on your clothing as well as your skin will help to retain the scent for a longer duration.

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