

# Why perfume oils are taking over traditional fragrances

The art of adorning lovely scented perfume dates back to ancient Egyptian times, where only the elite members of society would denote their status by wearing floral scents such as lilies.

Unlike the [history of perfume](#), society has now evolved to allow all walks of life enjoy their own individualised scent. More often than not, various scents can evoke particular associations of friends and loved ones – sparking beautiful memories due to their chosen fragrance. Ever smelt something which reminded you of your grandma? Or perhaps a similar fragrance to that of your dad's cologne. There is no doubt of the power of a simple perfume.

Traditional Eau Du Toilette (EDT) or Eau Du Parfum is increasingly taking a backseat in the world of scented liquid. The new kid on the block comes in the form perfume oils.

## What is perfume made of?



To understand the composition of perfume oil, we first need to dissect the make-up of standard perfumes. Alcohol and sometimes water are used to dilute ingredients in perfumes and it is this ratio of alcohol to scent which determines whether the perfume is an EDT, cologne or EDP. Traditionally, EDP is made from 18 to 25 per cent of perfume. EDT is around 12 to 18 per cent, and perfume oil has roughly 12 per cent.

### **Perfume Ingredients:**

Raw materials will be collected in the form of flowers, spices, grasses, leaves (and believe it or not,) animal secretions. Some plants do not have the ability to produce oil naturally, so synthetic recreations of the scent will be made. Then, a [complex process](#) begins to extract, dilute, blend and age the liquid.

## How to use perfume oil:

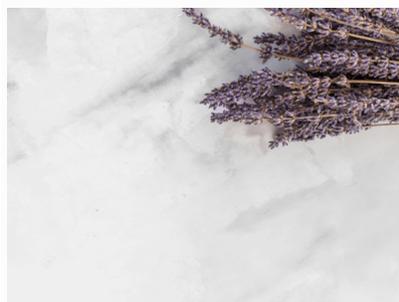
In the wise words of Coco Chanel, 'a woman should wear perfume wherever she wants to be kissed.' Spritz or roll-on your chosen perfume oil on the base of your neck, behind your ear, or in your cleavage. Check out [Weekend Lover](#) by [Yalu Apothecary](#) for an exotic and intimate scent, perfect for these areas!

We love the [Serenity Healing](#) or [Kali Crystal](#) Perfume Oil for on the temples and neck. And you can't go past [Cocktails and Kaftans](#) to evoke some serious tropical holiday vibes – perfect for on your wrist or inside the elbow. And for behind the knee or to run it through your luscious locks, opt for a sexy scent which draws attention such as the [Freya Crystal Perfume Oil](#).

The wonderful thing about these oils is that they are made from 100 per cent natural ingredients, contain no nasties, are vegan friendly and are cruelty free.

The best time to apply your oil is when you're fresh out of the shower and your skin is clean and damp. This will also mean that you apply the oil prior to putting on any clothes or jewellery because the last thing you want to do is to tarnish your new necklace or stain your favourite dress. And one last tip – dab the oil on, don't rub it in, because the latter will cause the top notes of the fragrance to break down.

## Benefits of perfume oil:



An oil-based fragrance does not evaporate as quickly, meaning the scent manages to linger for longer. Oil gets trapped in the skin's pores, whereas alcohol based EDP's and EDT's tend to evaporate as soon as it has been applied.

Perfumed body oils are more cost effective, because they last longer, and also because a little goes a long way.

Most of the time, perfume oils do not contain any alcohol, unlike many EDP's and EDT's, meaning the scent is less harsh and easier for people to breathe in.

Oil-based scents are less drying on the skin.