

THE LANGUAGE OF FRAGRANCE



Scent is powerful, but describing it can be tricky.

Whether you're developing a custom scent experience with Scentex or simply looking to refine your fragrance vocabulary, this guide covers the essentials.

FRAGRANCE FAMILIES

Fragrances fall into core categories that help define their character:

Floral: Notes of rose, jasmine, lily; romantic and fresh.

Amber: Warm, spicy, sensual scents like vanilla, incense, or resins.

Woody: Earthy tones like sandalwood, cedar, patchouli.

Fresh: Bright and clean; think citrus, herbs, or oceanic notes.

These families can blend to form subfamilies, like *floral amber*, or *citrus woody*.

NOTES

Every fragrance unfolds in stages:

Top Notes: The first impression; light, citrusy, short-lived.

Middle (Heart) Notes:
The core; floral, fruity, or herbal.

Base Notes: Deep and lasting; woods, musks, and amber.

At Scentex, we build scent experiences with this evolution in mind so the fragrance grows with the moment.

QUICK GLOSSARY

Sillage: How far a scent projects in the air.

Accord: A unique blend of ingredients that create a new scent.

Gourmand: Edible-scented fragrances; vanilla, caramel, coffee.

Nose: A master perfumer.

FORGET TECHNICAL TERMS

Describe what you feel:
"It smells like the forest after rain,"
or "like my favorite café."
We translate that language into real fragrance notes.

SCENTEX TIP

We design custom fragrances for events, brand activations, and experiences. Whether you want energizing citrus or cozy sandalwood, our team will help you build a scent story that resonates.

NATURAL VS. SYNTHETIC

Both can be beautiful! Naturals offer depth; synthetics allow consistency and creativity. We use both to deliver memorable, safe, and sustainable scent designs.