



FRAGRANCE ESSENTIALS

**EVERYTHING YOU NEED TO KNOW
TO BOOST YOUR FRAGRANCE
KNOWLEDGE, AS WELL AS YOUR SALES**

AVON



WELCOME TO FRAGRANCE ESSENTIALS

In this 2-part training, we'll share everything you need to know to boost your fragrance Knowledge, as well as your sales.

**We know that Reps who
complete fragrance training
have average sales of up to
115% MORE!**

PART 1

UNDERSTANDING FRAGRANCE

Fragrance Marketing
psychology

Personal reasons for
wearing fragrance

The history and quality of
Avon perfumes

Avon's Top 10 Fragrances

PART 2

SELLING FRAGRANCE

The language of perfume

Fragrance to suit the
occasion

Where to apply fragrance

Layering fragrance

Selling perfume to different
customers

Fragrance Consultation

Gifting

Sampling



UNDERSTANDING FRAGRANCE

PART 1

Everyone likes to smell good, and just like getting dressed, putting on fragrance has become a habit in preparing ourselves for the day. It not only makes us look good, as it boosts our confidence, but feel good as well.

MARKETING PSYCHOLOGY

The global fragrance market is HUGE!

Did you know that globally it's worth over £33 billion*(2021) and rising, and in the UK alone its worth £1.6 billion* (2020).

For Avon, it's our 3rd top selling product category**, after skincare and toiletries. If you think about all the fragrance adverts you see on TV with top movie stars, you can begin understand how much companies are willing to invest to make their fragrance stand out above the rest. Marketing perfume is more than just selling a fragrance. It's about desire, glamour, femininity and masculinity. It's about evoking emotions and imagination in the potential buyer, which is why most of the adverts you see on TV are quite raunchy in nature. But, it's not just about desire, other touch points include sport, strength, freedom, beauty and happiness. When advertising digitally, the eye-catching storyline, iconic bottle shapes and branding, all make up the personality of the fragrance by painting a picture of how the customer would feel when they use the product, rather than describing the actual scent.

*Statista.com. **Based on August 2020 – July 2021 sales



PERSONAL REASONS FOR WEARING FRAGRANCE

One of our most powerful senses is the sense of smell. A fragrance can trigger both positive and negative states of mind of deep-rooted memories and familiar remembrances. Scents are valuable in building personal identity, and therefore, finding your signature fragrance is something most of us like to invest a little time and money into.

Fragrance is such a personal choice, and research shows that 79% of women who use fragrance own between 2 and 10 bottles of perfume*, which they tend to switch up depending on their mood, or occasion.

*Creditdonkey.com

TOP 10

Let's look at the top 10 reasons why wearing a fragrance can be so personal.

- 1 Perfumes can evoke feelings of love, energy, power, happiness, sensuality and peace.
- 2 Perfumes trigger memories that can send you back in time to a particular moment in your life.
- 3 Perfumes can last all day, making you feel great for longer, compared to regular body care products.
- 4 It can form part of your identity if you stick to one scent - your signature scent. We all have our favourite!
- 5 It can act like a superpower - The scent fills you with confidence, boosting your mood for the day.
- 6 Perfumes can attract attention - they act as pheromones making you more desirable to others.
- 7 They can make a unique lasting impression on others.
- 8 Some perfumes contain natural ingredients which have unique benefits when inhaled.
- 9 Perfume has mood-enhancing abilities which can impact your well being.
- 10 You can match your fragrance to your outfit.

THE HISTORY OF AVON'S PERFUMES

CLICK TO REVEAL MORE INFORMATION



FRAGRANCE NOTES



TOP NOTES

These are the initial impression when you first spritz the fragrance and sets the tone for what's to come. They evaporate fast, typically only lasting up to 15 minutes on the skin. You can be turned off from a fragrance straight away if the top notes don't lure you in. **Common fragrance top notes include citrus (lemon, bergamot), fruits (grapefruit, berries) and herbs (clary sage, lavender).**

HEART NOTES

Once the top notes fade, the heart notes start to come through. These form the core of the fragrance and give character, typically lasting up to 1 hour. **Common fragrance middle notes include geranium, rose, lemongrass, neroli and jasmine.**

BASE NOTES

These notes last the longest and leave a memorable impression. They can take up to an hour to really come through and last the longest, typically over 6 hours. If you're trying out a new perfume, it's always advisable to let it settle on the skin for up to an hour to allow the true scent to come through before you make your decision. **Common base notes include cedarwood, sandalwood, vanilla, amber and musk.**

Without the combination of the three levels of notes, a fragrance just wouldn't be aromatically appealing.

But together, they create beautiful scents.

QUESTION!

WHAT'S THE DIFFERENCE BETWEEN A NOTE AND AN ACCORD?

A note is a single ingredient, whereas an accord, is a combination of ingredients.



THE FRAGRANCE WHEEL

The fragrance wheel displays different scent (olfactive) families. The scents are grouped together based on their similarities and differences to show their relationship to one another. This fragrance classification was developed by fragrance expert Michael Edwards in order to help retailers suggest perfumes to customers more efficiently. Each family consists of a prominent scent, while the subfamilies are blended versions of these fragrances.



Scent families are broken into four main categories:

Floral, Oriental, Woody and Fresh.

Each scent family also has their own subfamily. Individuals tend to gravitate towards one of the scent families, so if you find out from your

customer which one they tend to prefer, it starts to narrow down the recommendations for you. You'll notice in the brochure that we always refer to the scent family, as well as the notes, to help the customer visualise the scent.

Much like color, certain fragrance families go together well. The scent wheel makes it easy to see this. Fragrance sub-families that are side by side on the fragrance wheel will almost always blend well.

You can also pick a sub-family to start with and see which note appears across from it on the fragrance wheel. This means that those notes are complementary to one another. For example, floral oriental will complement aromatic, and fruity will complement woody.

Once you know your preferences, you can start to research which fragrances contain these scents.

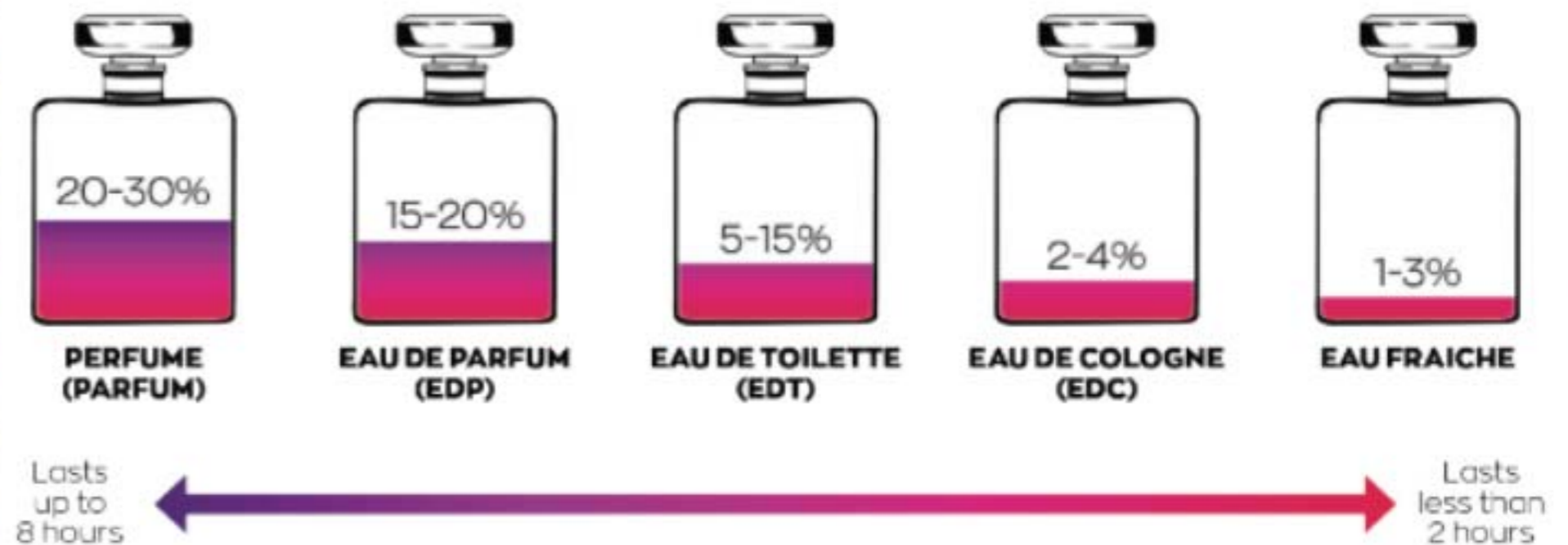
FRAGRANCE STRENGTH

Fragrance also comes in different concentrations, which also counts toward how long the scent will last on the skin.

A bottle of fragrance never contains pure fragrance, but is actually a blend of a scent and a base. The scent usually comprises of essences, aromatic compounds and oils, and the base is usually either a mix of ethanol and water or simply one of the two. The alcohol acts as a stabiliser and also ensures the formula blends together to form accords.

The higher the concentration of perfume oil, the higher the cost of the fragrance, and the longer it will last, with a Parfum being the most expensive and usually only a dab of the scent is required due to this higher concentration.

Let's take a look at the different strengths.





FRAGRANCE FOR ANY OCCASION

As we've mentioned previously, 79% of women own between 2-10 different perfumes. That's generally because they will have a favourite scent depending on the occasion; daytime or evening. This would be another question you should ask your customer to determine when they would be wearing the scent. Let's take a look at which scents are ideal for the occasion.

AT WORK

These tend to be more subtle, uplifting and fresh. Avoid overpowering scents that will envelope the office. Eau de Toilettes and aftershaves would be ideal with a citrus note. Keep a bottle in your bag to top up through the day.

DAY OFF

If you manage a day off then you can be a little more brave and go for an Eau de Parfum or an Eau de Toilette/Cologne. Something with a bit more kick and staying power that evokes fun memories.

EVENING

An evening out, or a special occasion, deserves a special fragrance. There is something beautiful about having a fragrance you keep for best. This should be a fragrance that smells how you feel when you're at your best. Your instant boost of confidence that will leave a lasting impression. An Eau de Parfum or a Parfum is perfect here. That extra bit of indulgence for a celebratory occasion.



WHERE TO APPLY FRAGRANCE

Wearing a fragrance requires a little more skill than you may realise. It's not just a case of spitz and go if you want to get the most out of your fragrance. Most of us have fallen into the habit of spritzing the wrists and then rubbing them together. This is a big no-no in the fragrance world! The friction created by rubbing, heats up the skin which produces natural enzymes that change the course of the scent. Another great tip to pass onto your customers to show you know what you're talking about!

When applying fragrance correctly, you want to hit all the right spots. These tend to be the areas on the body that are all naturally warm - the pulse points. Your body heat will activate the fragrance throughout the day. Pulse points include the inside of elbows and wrists, back of knees, chest/decollete and the sides of the neck.

TOP TIP

Only apply fragrance to clothing that can be washed, and avoid spraying silk, due to possible staining from the perfume oils.

LAYERING FRAGRANCE

Layering is a way to make a fragrance last longer on the skin by using products from the same scent family; E.g. using a shower gel, body lotion and then the perfume itself. This builds up a layer of the scent on the skin which is more likely to last longer. Layering is also a way to build a bespoke scent up by using products from different scent families. You can create a unique scent to suit your mood or the occasion. Refer back to the fragrance wheel to see which fragrances will compliment each other if used together.

Offering the suggestion of layering products is also a great boost to your sales by selling a bundle of products, rather than just one.



SELLING PERFUME TO DIFFERENT CUSTOMERS

Not all customers are the same. Knowing how to sell to each type will ensure you maximise your sales and earnings. Let's take a look at who they are and what you need to do to meet their needs.

THE COLLECTORS

These customers love to try and talk about perfumes. You really need to spend time with them asking about their tastes and habits. Share any samples you feel they would love and talk about the complimenting products too.

THE LOYALS

These customers only wear one perfume. From what we have learned previously, we know that 79% of people own between 2-10 different perfumes. For this customer it's key to share the idea of wearing a perfume for different occasions. Understand the notes of their favourite scent and recommend similar fragrances and strengths that can be worn at different times.

THE GENEROUS

These customers love buying fragrance as a gift. Recommend one of our most popular perfumes as they love a safe choice. Remember to refer to our Top 10 Fragrances for inspiration. Bundles also make a great gift for these customers.

THE LUXURY LOVERS

These customers only buy expensive perfumes. Share the Avon brand story and how Avon perfumes are developed by the world's most renowned perfumers who also create for high end brands. You can also share our blind testing results to show how we compare to luxury brands, and that we are the **No.1 selling fragrance brand in the world!!**

SAMPLING



DID YOU KNOW

that 90% of customers said that sampling a fragrance is important before buying? This is what AVON's founder, David H McConnel, discovered over 130 years ago! We know that Reps who buy samples have average earnings of up to 115% more!

There are 3 main benefits to sampling:

- 1 For you, the Rep;** it's a great way to build relationships with your customers and boost your sales too.
- 2 For the customer;** it makes them feel special and builds loyalty to new-found favourite products.
- 3 To the Avon brand;** it builds confidence in the brand, bringing new customers, sales and loyalty to Avon.

Try before you buy!

Fragrance is difficult to bring to life without offering the customer a chance to try the product first. But you still need to ask their preference so you're sending them the right type of sample to try. You can carry out a quick consultation online, via text, phone call or face to face. Just a few simple questions will help you determine which fragrance is best suited to them. We'll check out fragrance consultations in more detail shortly.

Where can I get samples from?

Always check out the First Look digital brochure on your Rep website. It will showcase the new launches and will also contain the sample ordering codes. Fragrance samples are available in different forms, including dipsticks, fragrance strips as well as spray samples. They are a great investment and ideal to pop into a brochure as a bookmark to highlight a fragrance that you feel your customer would love.

To find out some more great tips on sampling, check out our Sampling Guide on Avon Connect.



TAP TO DOWNLOAD

GIFTING

Do we really need a special occasion to treat ourselves, or loved ones, to a beautiful scent? The answer should be no, but we do tend to favour fragrance gifts at specific times of the year, especially birthdays and Christmas!

Buying the perfect gift can be over whelming, so narrowing down choices could really help your customers.

Why not suggest:

- 1 SOMETHING NEW** - A product / gift that has recently launched.
- 2 A BEST SELLER** - A best-selling gift or product. Check out our Top 10 fragrance list for inspiration.
- 3 A PERSONAL FAVOURITE** - Don't be afraid to recommend a personal favourite of yours to help them decide. Check out our Top 10 fragrance list for inspiration.



Every time you introduce a product or a gift, try to explain the products features and benefits to match the customers needs.

A **Feature** is a fact or a claim about the product.
A **Benefit** gives the customer a reason to buy, as it explains how the product will meet their needs.

Take a look at this fragrance example:

“Far Away Rebel is one of our top selling fragrances. It contains crème de cassis, fresh orange blossom and toffee. I think your sister would; love this as its both floral and oriental, and very similar to Mulger Alien, which you said is one of her favourites. There is also a matching body lotion which helps to make the fragrance last even longer”.

From this one example you would have used your knowledge of the fragrance wheel, fragrance notes, our Top 10 list AND layering products! Also, remember to refer back to the different types of customers we have looked at; The Collectors / Loyals / Generous / Luxury Lovers. This will also help you tailor your suggestions.

For more tips on gifting, check out the Gifting Guide on Avon Connect.



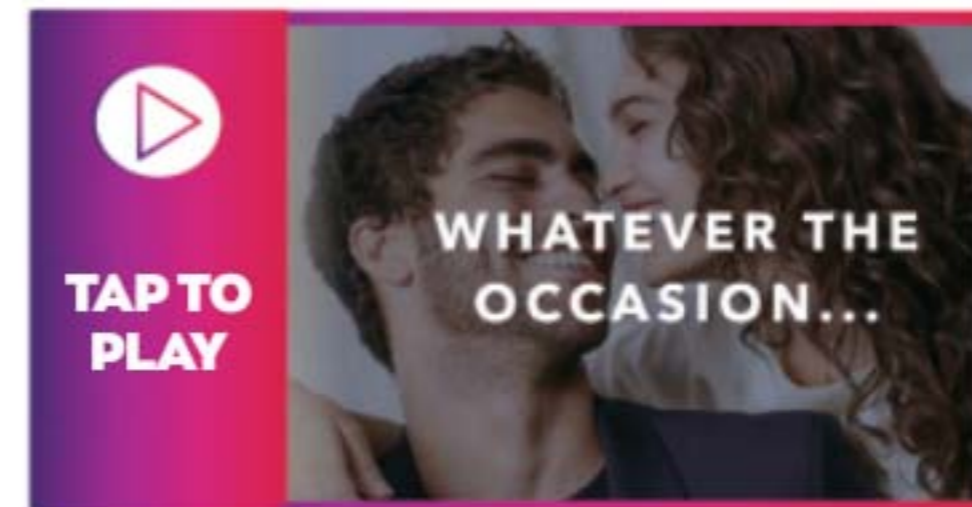
TAP TO DOWNLOAD

FRAGRANCE CONSULTATION

With so many fragrances to choose from, helping your customers find the perfect scent can feel a little daunting, but by offering a consultation you can find out valuable information that will help narrow down your recommendations.

Consultations can be carried out face to face or digitally to suit the customers preference, and by using our Fragrance Consultation form, you'll be able to find the perfect scent in no time.

Check out this consultation video and download the form to start offering 121 fragrance consultations. Your customers will love the personalised approach.



TAP TO PLAY

FIND THE PERFECT SCENT AVON

Whatever the occasion, there's an Avon fragrance to fall in love with.

CUSTOMER DETAILS

NAME: _____

Who are you/they buying for? _____

Is it for a special occasion? _____

What is the occasion? _____

What fragrance do you/they currently use? _____

What type of scent do you/they usually like? Light Rich Deep Fresh

REPRESENTATIVE DETAILS

NAME: _____

CONTACT: _____

MY AVON NUMBER: _____

GET THE BEST FRAGRANCE FOR YOU/THEM:

- An EDT is a light fragrance, while an EDP is a richer scent. A parfum is the deepest with the highest scent concentration.
- Pair your/their favourite fragrance with the matching lotion or hair and body wash for a longer lasting scent.
- Ask your Rep for a sample of a few gorgeous fragrances you/they'd like to try.

TICK YOUR/THEIR FAVOURITE FRAGRANCE TYPE...

<input type="checkbox"/> FLORAL Soft, romantic and feminine	<input type="checkbox"/> GOURMAND Seductive, sensual and delicious	<input type="checkbox"/> AMBER Warm, cozy and sexy	<input type="checkbox"/> AROMATIC Fresh, clean and invigorating
<input type="checkbox"/> ORIENTAL Exotic, sensual and alluring	<input type="checkbox"/> WOODY Masculine, earthy and sophisticated	<input type="checkbox"/> LEATHER Bold, sexy and sophisticated	<input type="checkbox"/> CITRUS Bright, refreshing and uplifting
<input type="checkbox"/> FLORENTIAL Soft, romantic and feminine	<input type="checkbox"/> FRESH Clean, crisp and invigorating		

TAP TO DOWNLOAD

FRAGRANCE SELLING TIPS

Whether you choose to sell digitally or face to face, we've rounded up the best fragrance selling tips to boost your business.

FRAGRANCE SELLING TIPS



SELLING DIGITALLY

Share assets from Avon On and Avon Social of our latest fragrance launches and the perfect gifting bundle ideas.

Send out your Digital Brochure and link to your My Avon Shop with a personalised message calling out various fragrances you feel they would love.

Host an online party showcasing our Top 10 fragrances and complimenting products for gift ideas. Demonstrate how to layer products for a long-lasting scent. Talk about the fragrance wheel and which scents compliment each other. Remember, you'll need to bring the notes to life as your customers can't smell the fragrance online.

Offer an online fragrance consultation to help your customers find the perfect fragrance for themselves, as well as their loved ones. Mix and match fragrances and complimenting products to make the perfect bundle.

Offer samples so the customer can try before they buy. Did you know, Reps who buy samples to drive their business have average earnings of up to 115% MORE!

SELLING IN PERSON

Show your friends and family the great fragrance and gifting options, they can be great customers. Encourage them to tell their friends and extended family so they can also start earning.

When handing out brochures, fold down the page for the fragrance you think they would love, and pop a sample in as a bookmark.

Be a walking advert and wear the perfumes. Get to know the scents to talk to customers about them.

Carry samples around with you. People love to try before they buy.

Host a face-to-face party showcasing our Top 10 fragrances and complimenting products for gift ideas. Demonstrate how to layer products for a long-lasting scent. Talk about the fragrance wheel and which scents compliment each other.

Offer a fragrance consultation to help your customers find the perfect fragrance for themselves as well as their loved ones. Mix and match fragrances and complimenting products to make the perfect bundle.

THE PERFECT POWER OF 3 BUNDLE



Fragrance that lasts all day!

Bring layering to life with the Power of 3! Start the day feeling rebellious by using the scented body lotion when showering. A spritz of the floral perfume over pulse points and clothes will reveal their most authentic self. The handy purse spray is perfect for popping into a handbag for topping up the scent when out and about.

TAP TO DOWNLOAD

PRODUCT GUIDES

As you know, there are some amazing support tools to help you along the way! Click on the images below to download them...



PRODUCT GUIDES

CONTINUED ...



NEXT STEPS

Now you have a great understanding of the history of Avon's fragrances, with some amazing stats to share with your customers to get them excited about the No.1 selling fragrance brand in the world!

Why not put your what you've learned to the test by taking our Fragrance Essentials Knowledge Check. Tap here to take the Knowledge Check.

If you've loved this training, why not check out our Skincare, Make-up, Hair Care and Body Care Essentials training too!

Head over to Avon Connect to continue your learning.

TAP TO ACCESS AVON CONNECT

