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# **SCIENTIFIC ACHIEVEMENTS OF MODERN SOCIETY**



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# **SCIENTIFIC ACHIEVEMENTS OF MODERN SOCIETY**

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## TABLE OF CONTENTS

1.	<b><i>Bugaieva L., Beznosyk Yu.</i></b> AN INTELLIGENT SYSTEM FOR CHOOSING A METHOD OF GAS PURIFICATION.	15
2.	<b><i>Dolgh G., Maslak H., Tsokur N., Chernenko G.</i></b> FIBRONECTIN ON THE SURFACE AND INSIDE THE LEUKOCYTES IN LIVER FIBROSIS.	24
3.	<b><i>Dmytriieva O. I.</i></b> INNOVATIVE STRATEGY OF DEVELOPING TRANSPORT INFRASTRUCTURE OF UKRAINE.	27
4.	<b><i>Husiev A., Prakhovnik N.</i></b> CONFORMAL BEHAVIOR AND SAFE BEHAVIOR IN THE WORKING PROCESS.	33
5.	<b><i>Honcharenko T., Mihaylenko V.</i></b> VERIFICATION OF BIM-MODELS FOR LIFECYCLE OF CONSTRUCTION SITE.	36
6.	<b><i>Karasova O.</i></b> THE ORGANIZATION OF STUDENTS' INDEPENDENT SCIENTIFIC RESEARCH WORK AT UNIVERSITIES.	42
7.	<b><i>Kaplunenko A. A., Kaplunenko A. N., Kavko A. A., Orlyuk M. I., Pigulevskiy P. I.</i></b> ON THE QUESTION OF CONNECTION BETWEEN SICKNESS RATES OF LARGE CATTLE LEUCOSIS AND NATURAL MAGNETIC FIELD OF THE EARTH.	46
8.	<b><i>Kats Ju.</i></b> LINGUISTIC MODELS OF FAREWELL DISCOURSE.	51
9.	<b><i>Loiuk O., Hritchenko T.</i></b> THINKING AS THE BASIS FOR THE DISCOVERY OF NEW KNOWLEDGE.	60
10.	<b><i>Lytvynenko O., Maliutina O.</i></b> CREATION OF METHODOLOGICAL SUPPORT FOR INDIVIDUAL WORK OF ENGLISH STUDENTS IN LEARNING UKRAINIAN.	64
11.	<b><i>Lykhochvor V. V., Andrushko M. O., Andrushko O. M.</i></b> PEA ( <i>PISUM SATIVUM</i> ) YIELD OF OTAMAN VARIETY, DEPENDING ON THE SOWING RATE.	70
12.	<b><i>Mayboroda I., Nahlov O.</i></b> CIRCADIAN FEATURES OF THE INFLUENCE OF WHITE AND RED ILLUMINATION ON THE BEHAVIORAL RESPONSES OF RATS.	75
13.	<b><i>Makovska T., Tkachenko N., Sevastyanova O., Ruda M.</i></b> PERFUME FRAGRANCES: TYPES AND OPTION POSSIBILITIES TO SELECT.	80

# PERFUME FRAGRANCES: TYPES AND OPTION POSSIBILITIES TO SELECT

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**Abstract.** The perfume industry produces a huge amount of fragrances. Each fragrance has a specific formulation of perfume composition. There are three fragrance notes to evaluate the perfume fragrances. The duration of notes is determined by the properties of odorants included in the formulation. There are different classifications of perfumes in EU states and US. The choice of fragrance is a true art, as perfumes emphasize the individuality or distinctness of image.

**Keywords:** perfume industry, fragrance, perfume, fragrance note, scent (fragrance) selection.

Main task of the perfume industry is the development and creation of a pleasant odor for aromatizing the body, clothing, household items, and premises. The fragrance quality is the main indicator determining the price of the product, its competitiveness, consumer demand and the sales level on the market.

Usually, there are several types of fragrances used in perfumes. Obtaining sophisticated and complex compositions is achieved through the combination of

fragrant components. There are three scent notes gradually passing into each other to assess the aroma of perfume products: top, base, end.

The top note (main or initial) gives the first impression of a perfume, but it is not crucial, as the odor lasts for a few minutes. It is created by the most volatile fragrant aldehyde, citrus, herbal, green, and ozone fragrances.

The base note is the core note (main or core) – the main scent that determines the type of a fragrance. It is perceived after the initial note and lasts for the first 10-12 hours. Perfumers strive to achieve the longest possible duration of this note. Less volatile odorants are used for the second note, namely: absolute essences, sandalwood oil, oakmoss extract, crystalline odors (coumarin heliotropin, artificial musks), resinous substances (styrax, benzoic acid) and animal products (zibet, natural amber, castoreum and musk, etc.). This note reveals all the fragrance compounds in the composition: floral, fruity, spicy, animals, etc.

The end note is a residual (bottom or silage note) – is perceived in the last stage of evaporation, when it smells pleasantly the residue that often has little to do with the middle scent but harmonizes with it [1, p. 6].

A perfumer can create many scents by selecting and combining fragrant components. Each fragrance corresponds to a specific formulation of perfume composition, which is a complex set of different fragrances. The duration of the fragrance notes is determined by properties of the fragrant substances constituting part of the perfume composition, and depends on the concentration of perfume compositions in the product and the composition formulation.

There are different classifications of perfumes in EU states and US. The simplified scents classification is very convenient to study and to work with fragrances.

"*Floral*" fragrances are considered to be the largest group that brings together perfumes, where 'flower' is the preferred theme. Examples of floral perfumes: *Calvin Klein Eternity*, *Cerruti 1881 pour femme*, *Chanel №5*, *Christian Dior Dune*, *Dolce&Gabbana The One*, *Hugo Boss BossWoman*, et al.

"*Chypre*" fragrances combine sweetness and freshness with a mixture of light bitterness. Prevailing scents are as follows: patchouli, oak moss, ladanum and

bergamot. Examples of chypre perfumes: *Chanel Chance*, *Chanel Coco Mademoiselle*, *Christian Dior Miss Dior*, *Dolce & Gabbana Velvet Vetiver*, *Giorgio Armani*, *Givenchy Dahlia Noir*, et al.

"*Fern*" (*fougere*) – fragrances, which are inherent mainly in men. Fresh, slightly bitter scents are characteristic, namely: lavender, bergamot, coumarin with aromas of woody notes and oak moss at the base. Examples of *fougere* perfumes: *Calvin Klein Crave*, *Calvin Klein Crave*, *Christian Dior Higher Energy*, *Davidoff Champion*, *Dolce & Gabbana Intenso*, et al.

"*Amber*" (*oriental*) – fragrances with spicy nuances and exotic notes. There are fragrances of jasmine, orange blossom, iris, sandalwood, vetiver, patchouli, tar and balsam substances, musk and amber. Examples of oriental perfumes: *Bulgari Jasmin Noir*, *Calvin Klein Euphoria*, *Chanel Coco*, *Christian Dior Addict*, *Giorgio Armani Sensi*, *Lancome Tresor*, et al.

"*Citrus*" fragrances are obtained from the peel of citrus: bergamot, mandarin, lemon, tangerine, orange. Examples of citrus perfumes: *Calvin Klein CK One*, *Christian Dior Poison*, *Dolce & Gabbana Light Blue Pour Homme*, *Givenchy Play*, *Kenzo L'eau Par Kenzo Eau Indigo pourhomme*, et al. [2, elektronnyiy resurs].

**Depending on the oil essence and alcohol base ratio the following is distinguished:**

- perfume products, perfumes (oil content – 20-30 %, alcohol base concentration – 90 %) – have the most intense, rich fragrance where the bottom notes are distinctly felt.
- eau de parfum (content of oil essence – 15-20 %, concentration of alcohol base – 90 %) is the most popular type of perfume products. The "heart" of the fragrance is most clearly revealed in this concentration. The sound is clear and long-lasting, and lasts up to 7 hours.
- toilet water (oil content – 5-15 %, alcohol base concentration – about 80 %) – top and core notes are well perceived, while they are unobtrusive and only complement the image but not form it. Mean duration period, lasts from 2 to 4 hours.

– cologne (the content of oil essence – 3-8 %, the concentration of alcohol base – about 70 %) – differs, as a rule, with a rich bouquet and the intensity of top notes. Often used in men's perfumes, rarely – in women's [3, elektronnyiy resurs].

The quality of perfumes depends directly on the quality of raw materials used for their production. This determines the difference between worldwide known brands that use mostly natural and quality components from synthetic or semi-synthetic raw materials. There is a generally accepted classification that divides fragrances according to the quality of extracts used [4, p. 109]:

– ‘Luxe’ Class – perfumes that use only natural ingredients. These fragrances are the most persistent because they are made entirely from natural ingredients, but they are also the most expensive. Due to their high price, this class of fragrances is not available to a wide range of buyers. Price for one bottle can reach several thousand US dollars;

– Class "A" – this group is represented by perfumes, based on natural components (90 %), and 10 % – synthesized and synthetic. Perfumes of this group are available to a wider audience;

– Class "B" – perfume products made of synthetic and semi-synthetic raw materials. It is a licensed perfume in the Arab Emirates, Turkey, Syria, Switzerland, Canada, Ukraine, Russia and other countries. The price of this perfume is much lower than that of natural perfumes. However, the fragrance of this perfume is almost identical to the original one (most often, the perfume of this class is a copy of the original brand fragrances);

– Class "C" is the cheapest perfume products. The cheapest extracts are used to produce them. Also counterfeit perfumes poor in quality and durability are produced from these raw materials. The composition of this class perfumes is almost completely composed of unnatural, synthetic ingredients, because of which the fragrance is not stable [5, elektronnyiy resurs].

Choosing a fragrance is a real art, as perfumes should be appropriate for age and character. The perfect perfume is a business card, a stylish accessory and a wardrobe item.

It is best to select perfumes in the morning. You should not sniff more than four scents at a time, as sensitivity is lost. It is better to taste scents on the blotter, 5 minutes after application, – it will allow the fragrance to be revealed in full. To test the perfume's stability, a scent should apply with the tester to the neck, clothing and collarbone, then walk for several hours. And the most important is to compare. You should choose from several, and possibly dozens, of perfume products to select your perfect fragrance that will emphasize the individuality of the image.

The same fragrance sounds different in different seasons. The best perfume compositions for the summer are herbal, floral, fruit, citrus, aromatic sea breeze, green tea, bergamot, cedar and juniper. The perfect choice is *Eau de Rochas* by Rochas, *Gieffeffe* by Gianfranco Ferre, *Chloe* by Lagerfeld, *Eternity* by Calvin Klein, *Chanel N° 19* by Chanel, *Gio* by Giorgio Armani.

Warming scents are the most appropriate for autumn – chypre, woody and amber with chocolate, coffee, cinnamon, vanilla and cardamom notes (*Angel* by Thierry Mugler, *Pink Sugar* by Aquollina, *Hypnotic Poison* by Christian Dior, *Mat Chocolat* by Masaki Matsushima, *Candy* by Prada i *Nina* by Nina Ricci.)

Winter perfumes are more saturated and persistent, enriched with spicy notes, in the eastern style sensual and tart (muscat, rose and woody scents). *Sensi* by Armani, *Opium Oriental* by Yves Saint Laurent, *Samsara* by Guerlain, *Dioressense* by Christian Dior and *Sublime* by Jean Patou – perfumes is perfect for winter!

In the spring, when nature wakes up, gentle and sensual fragrances with notes of lilac, lily of the valley, mimosa and jasmine, aromas of cherry, blackberry, raspberry and sweet orange become actual (*Mimosa Indigo* by Atelier Cologne, *Air di Gioia* and *Sun di Gioia* by Giorgio Armani, *Mimosa & Cardamom* by Jo Malone and *Cherry Fantasy* by Nina Ricci) become relevant [6, elektronnyiy resurs].

The modern perfume industry produces a huge number of fragrances that exert a great influence on a person: mood, perception of the outside world, well-being and even health. Some fragrances set for positive thinking and mood, make a person cheerful, active and energetic, others – cause feelings of inner peace and calm, others

– raise mood and relieve fatigue. Such a variety of compositions is able to satisfy needs of any consumer, giving him complete freedom of choice and desires.

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