

Creating Your Own Customized Fragrance Is Only A Click Away

(NAPS)—Do you dream of possessing your own fragrance, one that reflects your individual style and personality and makes you unique? For years this was a luxury only the rich and famous could afford, but now it's easier than ever to create your very own signature scent.

Thanks to the “Hearts and Souls” process introduced by Reflect.com, the online source for customized beauty products, you can easily design your own one-of-a-kind fragrance. Simple, quick and fun, this online customization process involves a series of questions and visual experiences designed to capture the essence of your unique signature scent.

“Women enjoy being a part of the fragrance creation process because it allows them to blend and adjust their scent to reflect their unique taste and style. Because we use the world's finest ingredients, we can refine our unique customization process and make each one-of-a-kind fragrance exquisite to wear,” said Don Donovan, Fragrance Creator for Reflect.com and creator of the “Hearts and Souls” process.

Even some of today's sexiest stars are logging on! Actresses Kristin Davis, Allison Janney and Daisy Fuentes all created their customized fragrances as part of Reflect.com's *Signature Celebrity Scents*, a Valentine's Day charity program designed to benefit the American Heart Association.

“Creating a one-of-a-kind fragrance was fun and easy,” said Fuentes, who created *Wild Flower*—a unique fragrance that echoes a tapestry of roses woven with hints of ripe raspberry and delicate purple violet.

Because fragrances are an extension of oneself, Donovan feels it is important to know when and how to wear them. Below are his top fragrance do's and don'ts:



- **Do** wait a few minutes after applying a fragrance before you decide if it is the right scent for you. It takes time for a perfume's true smell to come through.

- **Do** place your favorite fragrance on your pulse points, such as the inside of your wrist or elbow, where little body heat is emitted to allow the true scent of the fragrance to come through.

- **Don't** purchase a perfume just because it smells good on a friend. Everyone's skin is different and what smells great on someone else may not be right for you. Try two or three different scents and choose the one that expresses your unique personality.

- **Don't** be afraid to switch fragrances. Your body chemistry changes throughout your life, so chances are a perfume you bought five years ago doesn't smell the same on you today as it did the day you bought it. To add even more variety to your fragrance wardrobe, choose a different perfume for work and play.

To compose your own signature scent using the “Hearts and Souls” process, log on to www.reflect.com. Delivery of customized scents takes between seven to 10 business days and retail for \$40.