

Living Life *With Good Scents*

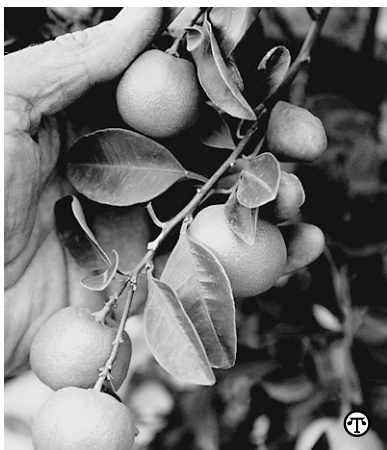
How Fragrance Can Enrich Your Life

(NAPSA)—In an increasingly complicated and hurried world, women are constantly looking for simple ways to enhance their lives. One of the ways women have tried to reduce mental and physical stress is through aromatherapy—the use of natural essential oils and herbs. Although aromatherapy has been in use for more than 5,000 years, very little is known about it because it is largely based on folklore and traditional beliefs. Today, there is a more scientific approach to relaxation—Aroma-Chology®. Aroma-Chology uses scientific research to investigate how scents can affect moods and behavior.

“Aroma-Chology looks at the positive effects of fragrance on our minds and bodies. However, unlike aromatherapy, it is supported by extensive scientific data,” says Theresa White, Ph.D., researcher and lecturer with the State University of New York Upstate Medical University in Syracuse. “This provides us with solid evidence that certain scents positively influence mood and that they should be used accordingly.”

For example, based on aromachological research, certain smells like citrus are known to combat anger and anxiety. Ginger has properties that aid memory, and is known to energize mood. Other scents like jasmine, are emotionally warming. Rose has been shown to act as an antidepressant and is known for its calming qualities. These scents can be used separately or in combination to take full advantage of their benefits on mind and body relaxation.

Aside from affecting mood, scents may also have a positive



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impact on skin. “Skin is sensitive to stress, which can sometimes result in breakouts and rashes. Pleasing scents reduce stress, and in doing so, can also improve skin condition,” explains Dr. White.

The mind and body benefits of scents can be enjoyed in many ways, from candles to body care products that surround you with fragrance every day. New Ohm by Olay is a line of holistic body care products consisting of body wash, bar soap, exfoliating scrub and moisturizing mist. It is designed to elevate the daily cleansing experience by combining the benefits of scent with thorough yet gentle cleansers that enhance skin's health and natural beauty. This simple yet important step is an easy and inexpensive way to foster a sense of inner and outer well-being.

For more information on Ohm by Olay, visit www.olay.com.