

# Scents & Sensability

## Making Sense Of Scents

(NAPSA)—Your nose knows more than you might imagine. Savoring a fragrant scent can be a powerful and scent-sual experience—transporting you to another place, another time and a better mood.

Pleasant smells can make you feel happier and more carefree. They can improve your mood, reduce stress, increase energy levels, and help you relax or fall asleep more easily.

Today, you can enjoy the lingering effects of the relaxing aromas longer because many products are available in similar scents. Brands such as Suave® offer shampoos, conditioners and body washes in corresponding fragrance-filled scents. Antiperspirants like Suave® Naturals™ Invisible Solid in Pacific Breeze fragrance can help bring to mind precious memories, while simultaneously providing dryness protection without leaving messy, white residue on skin.

Did you know that most people can recall an event several months old twice as easily if aroma is involved, compared to a visual recollection? In fact, memories are much stronger when they're linked to scent rather than sight. As time



**Fragrance helps create and revive precious memories.**

goes by, scent memory stays sharp while visual memory fades.

According to anthropologists, fragrance has played an important role throughout history. For the Greeks, fragrance was believed to be used as a connection to the gods, while the Romans perfumed their bodies for seduction. Scent enjoyed success in the 17th century when perfume was applied daily to clothing, fans and furniture.

Today, scent remains even more popular, one of the most fragrant pleasures of everyday life.