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Romance in a Bottle

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Bottling aromas is like bottling romance. Aromas affect our perceptions and stimulate our imagination. At the core of every perfume stands a perfume composition, which may combine up to 50–60 natural and synthetic aromatic substances. In 2020, within the framework of the International Agricultural Exhibition AGRA 2020, the Institute of Rose and Essential Oil Crops (IREMC) – Kazanlak, presented two new, impressive perfumes, created by Chief Assistant Professor Dr. Silvia Mollova. The Institute of Rose and Essential Oil Crops is participating jointly with the Tobacco and Tobacco Products Institute – Markovo village at AGRA 2022 with a new men's perfume "Tobacco and Roses" in packages of 50 ml and 100 ml. The perfume contains Bulgarian rose oil and tobacco extract and will be a contender for an award in the AGRA 2022 Innovation Competition.

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Since ancient times, humans have been fascinated by the aromas of plants for one single reason – they affect our emotions, our psyche. Aromas seem to transport us to another ethereal, unreal world, filled with mystery, tenderness, and harmony. Some would say – bottling aromas is like bottling romance. Aromas affect our perceptions and stimulate our imagination, awakening desires, longings, passions. Aromas influence the people around us and our communication with them; it is no coincidence that perfumers say – By buying a perfume, you are buying yourself a little more attractiveness, a little more self-confidence.

At the core of every perfume stands a perfume composition, which may combine up to 50–60 natural and synthetic aromatic substances. The content of aromatic substances in perfume compositions varies from 35% for high-class perfumes to 5% for barber products – aftershaves, with the so-called eau de parfum and eau de cologne occupying the intermediate group. Another essential part of perfumes is alcohol from 50 to 90% and glycol up to 20% – used as a filler. Minimal quantities of aromatic fats are also incorporated into perfumes, as well as aroma fixatives that neutralize the influence of alcohol.

When tasting a perfume composition, we must first be able to distinguish its structure, i.e. to perceive the so-called "fragrance pyramid", which includes top, middle, and base. The top – this is the dominant scent that captures our perception; by its nature it is fleeting and quick like a summer rain. The middle – shows how the aroma develops over time, what additional scent notes appear, how they are modulated, built up, and change with time. This is the magic of the perfume, which enchants you and transports you to another reality. The base – reveals the foundation on which the entire perfume composition is built; this is the scent that remains for 24–48 hours, this is the memory of the past, which imperceptibly takes you back to childhood or rekindles the embers of long-gone summer nights filled with longing, the song of crickets, the fragrance of herbs and something more.

When choosing a perfume, it is of essential importance to trace how our skin interacts with it. Because every skin has a unique metabolic exchange, which is strongly influenced by the individual’s temperament, the food we eat, our physical activity, working environment, climatic conditions, domestic and hygienic habits, etc. The choice of perfume has always been strictly individual, because it expresses our psychological inclinations, our essence; it is our silent business card in society, which we imperceptibly present to those around us.

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In 2020, within the framework of the International Agricultural Exhibition AGRA 2020, the Institute of Rose and Essential Oil Crops (IREMC) – Kazanlak, presented new, impressive perfumes, created by Chief Assistant Professor Dr. Silvia Mollova, who has more than 15 years of experience in the Cosmetics Laboratory of IREMC and has been engaged in research work for 4 years. She has also participated in the development of other perfumery and cosmetic products, created through the skilful combination of raw materials and natural essential oils.

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The women's perfume **Olympea** has an oriental-floral composition, combining in itself classicism and the provocative spirit of the present time, awakening the goddess in every woman. She is strong and powerful, soft and gentle, captivating and daring, capable of capturing the attention of every man. The top notes are achieved thanks to a combination of fresh mandarin, delicate jasmine, and warm ginger blossom. The heart immerses us in the intoxicating oriental notes of vanilla, lying on a base of sandalwood, cashmere, and amber.

The men's perfume **Olymp** has a fresh, woody fragrance, intended for strong and confident men. The composition unfolds with a pleasant combination of mandarin and grapefruit, complemented by marine notes. The heart is created from bay leaf and jasmine. The base notes reveal the warm aroma of guaiac wood, amber, and patchouli.

The created perfumes Olympea and Olymp were awarded by the Expert Commission of the Union of Inventors in Bulgaria with the conferment of a Golden Plaque, accompanied by a Certificate, to the Director of the Institute of Rose – Associate Professor Dr. Ganka Baeva.

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