

Module 5



The Perfume Artisan

BOTTLE DESIGN AND LABELING

BRANDING AND MARKETING

SAFETY AND REGULATIONS

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The Perfume Artisan: A Course on Perfume Making From Beginning to the End and Beyond

You've learned the basics of perfume creation in the previous modules, but your perfume journey doesn't have to end there. This module opens a wider world of opportunities within the realm of scent.

This is an overview on how to get your scent into the hands of people that would want it.

We'll cover:

- Bottle design.
- What needs to be on your label.
- Branding and logos.
- Marketing.
- Safety and regulations that you must adhere to.

If you choose to take the chance and start your own business, I hope you do well.

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Module 5: Beyond the Scent

Bottle Design and Labeling

The Impact of Visuals: The bottle and label are the first things people encounter, influencing perception of your fragrance before they even smell it. You can choose to buy perfume bottles in bulk. I see them for about .36 cent a piece as long as you are buying around 100 pieces or more.

There are options where you can build your own perfume bottles from different websites. The cost is actually not that much more.

You might only want to purchase one or two bottles. It will cost you less altogether but more per bottle. But in this way you can get a hands on feel and look for your perfume in that kind of bottle.

Choosing the Perfect Vessel:

- *Alignment to your scent is Key:* The bottle should visually reflect the overall mood of your fragrance.
 - * Classic Wealth and Abundance: Ornate shapes, cut glass, rich colors.
 - * Minimalist Chic: Clean lines, simple forms, neutral tones.
 - * Playful and Whimsical: Quirky shapes, bright colors, unexpected textures.
- *Target Audience:* Consider who you envision using your fragrance and design a bottle that appeals to them.
- *Practicality:* Choose a bottle size that aligns with the intended quantity of perfume.
- *Application:* Choose how the member will apply the fragrance.

- * **Sprayer:** Great for even distribution and ease of use. Consider atomizer quality.
- * **Rollerball Applicator:** Features a small ball that rolls across the skin, dispensing the perfume as it moves.
- * **Splash/Dabber:** Can add a vintage touch, but ensure the opening suits the fragrance's viscosity.
- * **Glass Rod Applicator:** This type of applicator has a long, thin glass rod attached to the cap that applies the perfume. This method is often used in high-end or niche perfumes.
- *Travel-Friendly:* Smaller sizes with secure closures if you want your fragrance to be portable.
- *Storage and Protection:* Choose a bottle that protects your fragrance from light and air exposure to maintain its quality.

Materials Matter:

- *Glass:* The classic choice, offering elegance and excellent preservation properties.
- *Metal:* Durable and sleek option; though do check compatibility with your fragrance.
- *Plastic:* Lightweight and cost-effective, but may not be suitable for all fragrance types.
- *Sustainability:* Consider options like recycled glass or refillable bottles for a more eco-conscious approach.

Labeling:

The purpose of labels is to provide branding and essential, factual information about the product.

- **Ingredient List:** Make sure you have transparency. List ingredients, usually in descending order of concentration. Be aware of common fragrance allergens that must be highlighted.
- **Descriptive Words:** Use descriptive and intriguing words when listing notes – "sun-warmed amber", "dewy gardenia".
- **Highlight 2-3 prominent notes:** "Rose, Sandalwood, and a hint of Spice" creates intrigue and offers a sense of the scent.
- **Product Handling:** How to use the product and best practices.
- **Natural vs. Synthetic:** Some brands emphasize the use of natural ingredients, if applicable.
- **Regulatory Requirements:** Look at your specific region to see what needs to be included such as, but not limited to:
 - * **Contact Information:** Manufacturer/Distributor name and address.
 - * **Volume/Weight:** Net contents of the product.
 - * **Warnings:** Potential flammability statements, specific allergy warnings, etc.
 - * **Country of Origin:** May be a requirement in some areas.

Additional Tips:

- **The Touch Experience:** The feel of the bottle in the hand (its weight, texture) adds to the overall sensory experience.
- **Prototype & Test:** If possible, try samples of different bottles with your fragrance to ensure it works well practically and aesthetically.
- **DIY Design:** If you have design skills, utilize software like Canva or more advanced programs like Adobe Illustrator to create your labels and logos.
- **Graphic Designers:** If you're not into designing your logo or label you can go to places like Fiverr and People Per Hour to hire a professional for pretty cheap.
- **Local Printers:** Once you have your label that includes all your branding and label requirements you can print it out on your home printer with the right material. If this is not the way you want to go, you can save the label on a storage drive and take it down to your local store, such as Staples or Walmart. They can print it off for you in the quantity you need.

Branding and Marketing

Branding:

The purpose of branding is to define your perfume business. Branding creates a unique identity and emotional connection with the consumer. It's the overall feeling people have when they think about your products.

Consider each of these topics when developing a brand. Keep in mind not to nail down the brand so tight where there is not room for the customer's imagination to be a factor.

Company/Product Name:

- **Keep it short and memorable:** Easy to say, easy to spell, and easy to recall.
- **A place or memory:** Possibly name your fragrance after a location, or hint at its inspiration with a visual "Moonlight Castle".
- **Hint at the value:** Consider names that suggest the benefit you offer or the problem you solve.
- **Check for availability:** Avoid anything too similar to existing perfume business names and make sure web domains are available.

Logo:

- **Simplicity is crucial:** A clear, uncluttered logo translates well across different sizes, platforms and people.
- **Symbology matters:** Consider shapes and images that subtly convey what your brand represents.

- **Shapes:** Soft, rounded lines can feel feminine, while angular designs exude a modern or masculine edge.
- **Be Distinctive:** It should be instantly recognizable and separate from your competitors.

Tagline:

- **Ultra-concise:** Aim for six words or less.
- **Captures the essence:** It should express your unique feel.
- **Poetic?** A short poetic, enigmatic line can spark curiosity.
- **Punchy and memorable:** A little rhythm or wordplay helps your tagline stick in people's minds.
- **Typography:** The font can complete the story. Use elegant cursive font, bold print or the thousands of fonts out there to convey the story.

Color Palette:

- **Start with a primary color:** This will be dominant in your branding.
- **Choose 2-3 complementary colors:** Refer to the color wheel for options that harmonize with your primary choice.
- **Color psychology is your friend:** Warm colors like red and orange suggest energy; cool colors like blue and green imply calmness, etc.

Overall Image and Personality:

- **Is your brand voice playful or serious?** This sets the tone for all your communications.

- **Define your ideal customer:** Imagine them clearly – this will dictate your image and messaging.
- **What's your 'only'?** Pinpoint the thing that NO other brand does exactly like you do.

Boxing:

- **Protection:** A well-designed box safeguards your delicate perfume bottle during shipping and storage, ensuring it reaches your customer in pristine condition.
- **First Impressions Count:** Beautiful, thoughtfully crafted packaging creates a sense of anticipation and excitement before the fragrance is even revealed.
- **Giftability:** A high-quality box turns your perfume into a treasured gift, perfect for special occasions or indulging someone special (including yourself!).
- **Brand Storytelling:** The design of your box can reinforce your brand aesthetic. Color choices, textures and even the way it opens contribute to this narrative.
- **The Keepsake Factor:** A stunning perfume box is something customers may want to keep and reuse, extending your brand presence in their lives.

Values:

- **What drives your company?** Is it innovation, social good, top-tier quality?

- **Authenticity is non-negotiable:** Your values must be genuinely reflected in your actions.
- **Three is the magic number:** Focus on 3 key values to keep your brand identity clear.

Creating Brand Loyalty:

Brand loyalty doesn't happen overnight. It's about creating a lasting connection with your customers, where they keep coming back for more and become advocates for your brand. Here's how to get started:

- **(Obviously)Development of Brand:** Develop a company name, logo, tagline, and color scheme that all work together to tell your unique story. Focus on clarity, memorability and colors that reflect your brand personality.
- **Customer Care:** Provide top-notch customer service. Make every interaction helpful, friendly and efficient. Show you care about their experience - it's the foundation of trust and loyalty.
- **Reward Relationships:** Consider a loyalty program that rewards repeat business. Exclusive discounts, early access to new products or personalized perks can go a long way.
- **Community Matters:** Build a community around your brand. Engage with customers on social media, create a forum for them to connect and share valuable content that goes beyond just selling.
- **Listen and Learn:** Actively seek customer feedback. Use surveys, polls and social media interactions to understand their needs and preferences. Show you value their opinions by acting on their suggestions.

Additional Tips:

- **Consistency is Key:** The story told by the bottle design and label should weave seamlessly with the story your scent tells. Everything you do to maintain quality in your product and loyalty to your customers should be constant.
- **Target Audience:** Tailor your brand essentials and loyalty guide to resonate with the people you envision wearing your fragrance.

Marketing:

The purpose for marketing is to attract customers, promote your perfumes, and make sales. It's the actions you take to introduce your well-defined brand to the world.

Marketing Strategies:

- **Social Media:** In this day and age social media is a great place to share your brand. Share visually appealing images, behind-the-scenes glimpses and fragrance stories.
- **Samples:** Offer sample sizes or scent discovery sets to introduce people to your work. Make sure to get their e-mail address so you can market to them later.
- **Collaborations:** This has become a big thing lately. Partner with influencers in your niche or complementary businesses to find a bigger audience.
- **Pop-up Shops or Events:** Get face-to-face with potential customers at local markets or artisan events.

- **Online Store:** Create a central hub for your fragrance line and allow purchases. You can start up with Shopify or other programs. Make sure the website is beautifully done that echoes your brand.
- **Online Ads:** Create an ad with Google or Bing to get more traffic to your website.
- **Influencers:** Hire an influencer or podcast creator to give a shout out to your brand.
- **Online Retailers:** Contact online retailers to see if they would consider inserting free scent strips of your perfume when they send out packages to their members.
- **Charities:** Have a charity tied in to your brand. Donate to a specific charity for a certain amount of time.

Safety and Regulations

Understanding Ingredients:

- *Know Your Restrictions:* Research which materials are banned, have usage limitations, or require specific labeling due to potential allergens.
- *Reputable Suppliers:* Source ingredients from suppliers who provide safety data sheets (SDS) and have transparency about their materials.
- *Fragrances in Cosmetics:* Some fragrances are covered by the Food and Drug Administration and can be regulated differently. Perfume *is* a cosmetic. The definition they have for cosmetic is a product that is intended to be applied to a person's body to make the person more attractive. That is a perfume, cologne and aftershave.
- *Safe Formulation:* Adhere to IFRA (International Fragrance Association) standards and guidelines for safe usage levels of different aromachemicals. Their website is <https://ifrafragrance.org>

Labeling Regulations:

- *Regional Differences:* Research the specific labeling requirements for your country or region regarding allergens, ingredients, warnings, etc.
- *Ingredient Lists:* Understand terminology for listing both natural and synthetic ingredients on your labels.

Responsible Production:

- *Proper Storage:* Store fragrance materials safely, away from heat, light and potential ignition sources.

- *Workspace and PPE:* Maintain a clean and ventilated workspace and good clean practices when handling fragrances. Wear any appropriate PPE (personal protective equipment) such as safety glasses or goggles and nitrile gloves for mixing perfume or heat resistant gloves when heat sources are used.
- *Testing and Record Keeping:* Conduct small-scale testing of new creations for potential skin sensitivity, and keep meticulous records of your formulas and batches.

Staying Informed:

- *IFRA Standards:* Regularly check for updated IFRA standards, as restrictions on certain materials can change.
- *The FDA:* This department does not require approval of a perfume before it goes to market but you still want to check their website. This website also has information on other regulatory companies. Here is a guide from the FDA - <https://www.fda.gov/cosmetics/cosmetic-ingredients/fragrances-cosmetics>

Important Considerations:

- *Complexity Increases with Scale:* If you are creating fragrances for sale, the regulatory aspect becomes more complex as you get bigger.
- *Safety First:* Prioritize the safety of both yourself during creation and anyone using your fragrances.
- *Community and Resources:* Connect with other perfumers or fragrance communities for support and information sharing.
- *International Regulations:* If you plan to sell internationally, you'll need to research the specific regulations in your target markets.
- *Insurance:* Consider product liability insurance to protect your business.