



ISAK Labs

Make your own Perfume

INTRODUCTION TO PERFUMERY

The word “perfume” comes from two Latin words per, meaning “through” and fume, meaning “smoke”. This suggests one early way of creating a sweet smell was by burning fragrant woods.

Perfumes have certainly been used for thousands of years. The Vedas are the earliest literary records available to mankind and Vedic Literature comprising of Samhitas, Brahmanas, Aranyakas and Upamsads vividly talk about perfumery.

Early perfumes were made chiefly from scented resins, balsams, leafs, spices, and the wood of certain trees. The oils containing the scents of these plant substances are usually called essential oils.

A perfumer is a term used for an expert on creating perfume compositions, sometimes referred to affectionately as a Nose due to their fine sense of smell and skill in producing olfactory compositions. The perfumer is effectively an artist who is trained in depth on the concepts of fragrance aesthetics and who is capable of conveying abstract concepts and moods with fragrance compositions. At the most rudimentary level, a perfumer must have a keen knowledge of a large variety of fragrance ingredients and their smells, and be able to distinguish each of the fragrance ingredients whether alone or in combination with other fragrances. As well, they must know how each ingredient reveals itself through time with other ingredients.



PERFUME FAMILIES & ACCORDS

Olfactory families allow individual perfumes to be classified according to their key olfactory characteristics. They are created either by grouping together raw materials (like flowers, woods, aromatics or citrus) or by taking inspiration from traditional accords (oriental, chypre and fougère). The families can be feminine, masculine or unisex. Citrus, floral, aromatic, woody... dive in and explore the wide variety of olfactive groups used in perfumery, and find out all about the perfumes best associated with them!

1. FLORAL FAMILY

This family is composed of a large variety of creations ranging from sumptuous bouquet arrangements to “soli flora” compositions. Perfumers can let their creativity run wild, enriching florals with green, aldehydic, fruity or spicy hints. With its natural scent, the floral note is one of the most widely used in women's perfumes.

2. CITRUS FAMILY

This family includes all perfumes mainly composed of citrus notes such as bergamot, lemon, orange, tangerine and grapefruit. These fragrances are characterized by their freshness and lightness. The first Eaux de Cologne belong to this category. The masculine character comes from the frequently strong presence of aromatic and spicy notes.

3. AROMATIC FAMILY

Aromatic notes are mainly composed of sage, rosemary, thyme and lavender usually complemented with citrus and spicy notes. These compositions' manly character makes them an all-time favorite in men's perfumery.

4. WOODY FAMILY

These perfumes, with their woody middle note, are warm and opulent when based on sandalwood or patchouli. Cedar and vetiver make them dryer. These warm, dry and elegant masculine accords often contain a dash of citrus or aromatic notes.

PERFUME FAMILIES & ACCORDS

1. ORIENTAL ACCORD

Oriental -- also known as 'amber' fragrances - stand out because of their unique blend of warmth and sensuality. They draw their richness from heady substances like musk, vanilla and precious woods, often associated with exotic floral and spicy scents.

2. CHYPRE ACCORD

Chypre by Coty enjoyed such success in 1917 that “chypre” is now a generic name for a whole category of timeless, classic perfumes. The compositions are based on oak moss, ciste-labdanum, patchouli and bergamot accords. The richness of chypre notes mixes wonderfully with fruity or floral notes. This family is made up of distinguished, instantly recognizable fragrances.

3. FOUGÈRE ACCORD

Meaning fern in French, built on a base of lavender, coumarin, and oakmoss. Many men's fragrances belong to this family of fragrances, which is characterized by its sharp herbaceous and woody scent.





FRAGRANCE WHEEL

The Fragrance wheel is a relatively new classification method that is widely used in retail and in the fragrance industry. The method was created in 1983 by Michael Edwards, a consultant in the perfume industry, who designed his own scheme of fragrance classification after being inspired by a fragrance seminar by Firmenich. The new scheme was created in order to simplify fragrance classification and naming, as well as to show the relationships between each individual classes.

The five standard families consist of Floral, Oriental, Woody, Fougère, and Fresh, with the former four families being more "classic" while the latter consists of newer, bright and clean smelling citrus and oceanic fragrances that have arrived due to improvements in fragrance technology. With the exception of the Fougère family, each of the families are in turn divided into three sub-groups and arranged around a wheel:

- | | |
|---------------------|--------------------|
| 1. FLORAL | 2. ORIENTAL |
| 1a. Floral | 2a. Soft Oriental |
| 1b. Soft Floral | 2b. Oriental |
| 1c. Floral Oriental | 2c. Woody Oriental |
| 3. WOODY | 4. FRESH |
| 3a. Wood | 4a. Citrus |
| 3b. Mossy Woods | 4b. Green |
| 3c. Dry Woods | 4c. Water |
| 5. FOUGÈRE | |

The Fougère family is placed at the center of this wheel since they are large family of scents that usually contain fragrance elements from each of the other four families. As a class, Chypres is more difficult to place since they would located under parts of the Oriental and Woody families.

According to Osmoz, there are eight major families: Chypre, Citrus, Floral and Oriental (feminine), and Aromatic, Citrus, Oriental and Woody (masculine). Each one of those olfactive families is then split into several subfamilies.



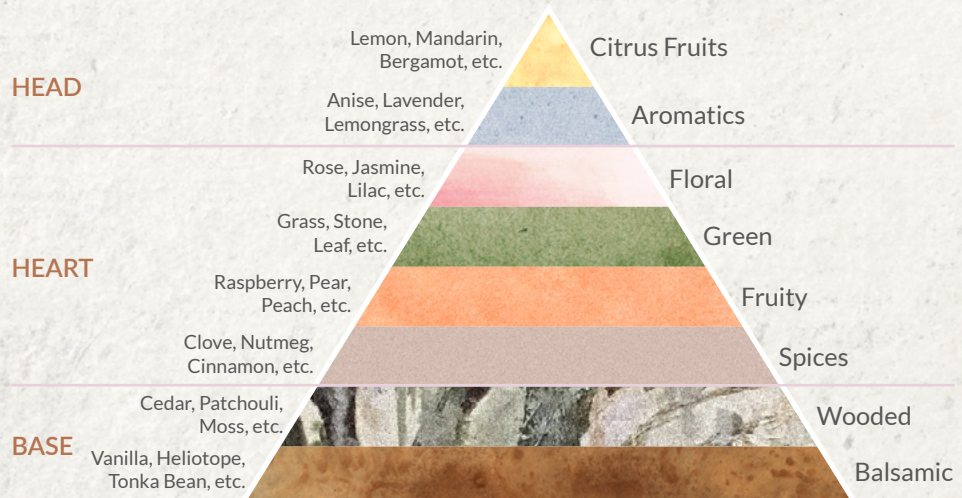
THE SCIENCE OF PERFUMERY



TOP NOTES
30%

MIDDLE NOTES
50%

BASE NOTES
20%



FORMULA

Name of Formula:

Date:



Name of Formula:
Date:

Name of Formula:
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ABOUT ISAK

The founder of our apothecary, Mr. Chhunnamal Vijayvergiya knew how to entice, excite and create an experience, the sign of a true perfumer. Though the Nawab was the last to hold the mantle in Awadh, his patronising lasted and only grew for the brand.

The House of CMRD (Chhunnamal Ramdayal) spread its wings wide, scoring rarest of rare ingredients, developing a distinct infusion and distillation techniques to handcraft uncommon fragrances for the royal houses across Awadh and beyond. It was the discretion with which the rasookdars (leaders) were serviced rapidly became part of the CMRD legend.

The unrivalled fragrance formulations along with the lingua franca graced with the ever so famous tehzeeb and nazaaqat of the city of Lucknow, spreading and winning discerning patronage across regions. Over the last century, our fragrance house has managed to build and blossom the business driven by the artistry and perfection of hand blending and not commercial priorities; along with a keen inherited nose, counting 160 years and 6 generations to be precise. What our recipe is, is hard to divulge, but we acknowledge, it is a dream commission.

WHO WE ARE TODAY

We are a fragrance house dedicated to the creation of unrivalled niche Indian artisanal fragrances of rare notes and blends, backed with the family experience of over a century and a half.

Still based in Lucknow, we manufacture and extract many of our own essences using traditional infusion & distillation techniques that captures the complexity and notes of raw and rare ingredients of each blend – a process now foregone as too meticulous in times of machine made. Each essence is still measured, blended and formulated by hand, as it was a century ago.

Perfecting the art of fine balance and proportions, our fragrance house creates progressive compositions for today!





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