

# Fragrance Families for Women

The Fragrance industry groups Fragrances into categories called families, according to the ingredients and target Customers for each kind of Fragrance. Information about each Fragrance family is provided in the table below.

	MAIN FAMILY	SUB-FAMILIES	DESCRIPTION	AVON	COMPETITOR
FLORALS	The most popular feminine fragrance family, floral Fragrances are based on a combination of floral notes dominating the fragrance and creating the theme. Floral notes are used in almost all womens fragrances and are the foundation of most perfumes. There are many different types of florals, or floral subfamilies, which means they are specific types of florals or florals enhanced with other types of notes likes woods, etc.	Floral Florals	Blend of mixed bouquets like jasmine, rose, peony, gardenia or tuberose (among others). Florals can be rich and heady, or blended with musk and powdery notes to create a softer impression.	Today Rare Pearls Rare Gold	Robert Piguet Fracas Gwen Stefani L Christian Dior J'adore
		Floral Fresh/ Floral Green	Bright and accented with fresh notes. Citrus notes like lemon, lime and grapefruit or crisp greens like fresh cut grass, galbanum or violet leaves. Green florals like muguet or watery greens are also found in this category.	Petal Always Haiku	Estee Lauder Pleasures Christian Dior Diorissimo
		Floral Woody	Florals enhanced with additional woody notes like sandalwood, cedarwood or vetiver to give a more textural or sensual feeling to a floral fragrance.	Flower Candid U by Ungaro	Feminite du Bois
		Fruity Florals	Fruity notes mingled with florals to give color, freshness and add juiciness. Can be green like apple or pear, tropical like mango or pineapple, or richer like plum or deep berry notes.	Crystal Aura Wish of Love Color Scents - Fire Me Up	Juicy Couture
		Floral Chypre	Floral fragrances enhanced with chypre notes like moss or patchouli to bring in added elegance, texture and sophistication.	Christian Lacroix Rouge	Ysatis by Givenchy White Diamonds
CITRUS	Fragrances in this family tend to be more simplistic and at times linear in structure. They are dominated by zesty citrus notes and are often described as fresh and clean.	Citrus Fresh	Citrus notes enhanced with zesty fresh aromatic notes for added sparkle and top note freshness.	Wish of Happiness Color Scents - Make Me Smile	Jo Malone Lemon Verbena Annick Goutal D'Hadrien
		Citrus Floral	Citrus notes enhanced with floral notes to give more depth and femininity to the body.	<i>(coming soon)</i>	CK One DKNY Be Delicious
ORIENTAL	Characterized as warm, sensual, exotic and long lasting. Contains richer notes such as amber, opulent florals, vanilla, spices and woody notes such as sandalwood and patchouli. There are many types of orientals ranging from fruity and bright to dark and spicy. Also described as addictive or gourmand when they use sweeter notes such as chocolate or caramel.	Oriental Floral	An Oriental structure with a pronounced floral theme.	Far Away Mesmerize for Her Imari Seduction Far Away Paradise	Armani Code Shalimar Calvin Klein Euphoria
		Oriental Fruity	An Oriental structure enhanced with fruity notes. These notes can add color, texture and an addictive quality to an oriental fragrance.	Imari Seduction Color Scents - Make Me Wonder	Amor, Amor by Cacheral
		Oriental Fresh	An oriental fragrance with a bright freshness on top. This freshness could come from aldehydes, or sparkling citrus, fruits or green notes to keep the structure fresher, lighter and more open.	<i>(coming soon)</i>	Prada
CHYPRE	Dominant woody and mossy notes blended with florals. Patchouli and oakmoss are key ingredients giving an earthy, woody feeling. Chypre notes add warmth, depth and long-lastingness to a fragrance, and it is often considered the "darkest" of the olfactive families. Can also be described as elegant, sophisticated or classic.	Chypre Floral	Chypre structure with pronounced floral themes	Imari Timeless	Clinique Aromatic Elixir Lovely by Sarah Jessica Parker
		Chypre Fruity	Chypre structure enriched with fruity notes such as peach, plum or exotic fruits to add color and modernity	Surreal	Chanel Cristalle
WOODY	Based on woody notes such as sandalwood, patchouli, cedarwood and vetiver. These woody notes are blended with florals and other textures to create a more complete and balanced fragrance. This family has evolved in the recent years with many new women's fragrances exploring woody themes.	Woody Floral	A woody structure enhanced with feminine floralcy.	Goddess Odyssey Night Magic True Glow	Brittney Spears Curious Lancome Attraction
		Woody Fresh	A woody structure with fresher top notes to give brightness and make the structure feel more light and open.	Wish of Peace	Dolce & Gabbana Light Blue
		Woody Fruity	A woody structure enhanced with fruity notes. These notes can add color, texture and an addictive quality to an oriental fragrance.	<i>(coming soon)</i>	YSL Y

# Fragrance Families for Men

The Fragrance industry groups Fragrances into categories called families, according to the ingredients and target Customers for each kind of Fragrance. Information about each Fragrance family is provided in the table below.

	MAIN FAMILY	SUB-FAMILIES	DESCRIPTION	AVON	COMPETITOR
FOUGÈRE	The Fougère family is the most popular men's category. Fougères are defined by notes such as lavender, geranium, tobacco and coumarin. They often times give a clean, grooming impression, and may be described as classically masculine.	Watery	A fougère structure with freshness inspired by marine and ozonic airy notes.	Blue Rush	Aqua di Gio
		Fresh	A fougère structure defined by fresh notes such as lemon, grapefruit, bergamot.	Derek Jeter Driven	Cool Water Eternity
		Woody	A fougère structure enhanced with woody notes like patchouli, sandalwood or vetiver.	Christian Lacroix Noir	Polo Black
		Ambery	A fougère structure with amber notes to give the fragrance a warm, sweet, sensuous back.	Wild Country	Cacharel Amor
WOODY	Fragrances in the woody family are based on notes such as sandalwood, patchouli, cedarwood and vetiver. These woody notes may be blended with leather notes, spices, or other textures to create a more complete and balanced fragrance.	Watery	A woody structure enhanced with freshness inspired by marine and ozonic airy notes.	Ungaro for Him	L'eau D'Issey
		Green	A woody structure enhanced with green notes like galbanum, fresh cut grass or green leaves to give a more natural, rugged feeling.	IronMan	
ORIENTAL	An Oriental fragrance is characterized as warm, sensual, exotic and long lasting. They obtain their richness and sophistication from ingredients such as amber, resin, tobacco, spices, and exotic woods.	Spicy	An oriental structure enhanced with spicy notes such as nutmeg, clove, cinnamon or cardamom.	Mesmerize Touch by Black Suede	Old Spice
		Woody	An oriental structure enhanced with woody notes such as patchouli, sandalwood or vetiver	Black Suede Derek Jeter Driven Black	RSVP Obsession
		Gourmand/ Ambery	An oriental structure enhanced with notes such as vanilla to add an addictive quality, or amber to add texture.	Tomorrow	A*Men LeMale
CITRUS	Fragrances in this family tend to be more simplistic and at times linear in structure. They are dominated by zesty citrus notes and are often described as fresh and clean.	Woody	A citrus structure enhanced with woody notes like sandalwood, cedarwood or vetiver.	RPM	Sean Jean Unforgivable
CHYPRE	Fragrances in the chypre family contain dominant woody and mossy notes. Patchouli and oakmoss are the key ingredients that give the earthy, woody feeling to a chypre. Chypre notes add warmth, depth and long-lastingness to a fragrance, and the family it is often considered the "darkest" of the olfactive families.	Fresh	A chypre structure enhanced with fresh notes such as lemon, grapefruit, bergamot.	Perceive	Terre d'Hermes