

PERFUME LONGEVITY GUIDE

Understanding Fragrance Longevity

Fragrance performance varies from person to person.

Factors affecting longevity:

- Application method
- Climate
- Fragrance concentration
- Humidity
- Skin type

Helpful Tips

Apply perfume to pulse points:

- Behind ears
- Inner elbows
- Neck
- Wrists

Moisturized skin often helps fragrance last longer.

General longevity guide:

- Citrus fragrances: 3–6 hours
- Floral fragrances: 4–8 hours
- Woody fragrances: 6–10 hours
- Oriental fragrances: 8–12+ hours

Results vary between individuals.