

# PRAVANA™

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## THE SCIENCE OF SCENT: WHY PRODUCT FRAGRANCE MATTERS

**Our sense of smell is linked more closely to memory than any other of the five senses—in many cases evoking emotional associations; so for haircare manufacturers, appealing to clients' sense is of utmost importance.**

You know what your favorite hair product smells like. Your clients know what their favorite products smell like and what your salon smells like. A scent can evoke a strong memory, and the fragrance of the shampoos and styling products you use on your client's hair isn't lost on them.

"Of all the sensory glands, smell is most closely related to memory," says Irene Seferian, Pravana director of marketing. "More than any other category in the beauty industry, hair products are ones that are first smelled, then investigated."

And if you think of any product you've ever considered bringing into rotation at your chair, you probably did just as Seferian says—popped open the lid and gave it a good sniff first. If you like it, it stays. If not? No dice.

"Studies show that fragrance actually impacts perception of product performance," says Mounia Tahiri, Matrix AVP of marketing. Which means even if you use a miracle shampoo that gives your client her dream hair, if she's not attracted to the fragrance, her perception will be that it doesn't work as well as it could, and she probably will not buy that shampoo from you.