



| *latinas* |
now

SCENTS &
SENSIBILITY

FOR LATINAS, LEAVING THE HOUSE
WITHOUT FIRST SPRITZING ON A LITTLE
PERFUME IS LIKE GOING OUT NAKED.

GET A WHIFF OF THIS

Whether you've been wearing a signature perfume for years or love to mix it up, chances are your fragrance plays a major role in your beauty routine. In fact, **Latinas have greater fragrance buying power than other women**, according to a recent Nielsen report. A spritz of perfume helps us flirt, evoke a mood or simply makes us smell good. —Celia Shatzman

91%

OF LATINAS SPRITZ UP FOR DATE NIGHT

78%

FEEL HAVING A SIGNATURE SCENT MAKES THEM MORE MEMORABLE

75%

SAY WEARING A FRAGRANCE MAKES THEM SEXIER

Source: Study conducted by white diamonds, Elizabeth Taylor



(BABY SWEET)

Our love of perfume starts early—when Miami rubs the first drops of colônia on our heads. Some of our faves:

Agua de Violetas (aka Royal Violeta): The old-school Cuban fragrance has covered beds with scent for over 75 years.

Arrarrá: Named after the lullaby "Amorá Mi Niño," this gentle lavender fragrance is a top choice of Colombian moms.

Denaver: A citrus-based cologne made in Spain for moms who like bright notes.

WE LIKE IT LIKE THAT!

Fernanda Albejante, fine fragrance senior marketing manager at International Flavors & Fragrances, says Latinas:

"Prefer feminine florals, juicy and delightful fruits and sensual musk, Oriental fragrances."

"Are experts on switching fragrances. They tend to use more than one fragrance a day: bright and fresh for the morning, sophisticated or sensual for nighttime and special moments."

FACEBOOK POLL

WHEN IT COMES TO TURNING UP THE HEAT, OUR FACEBOOK FRIENDS RELY ON THESE SEDUCTIVE FRAGRANCES!

FLOWER BY KENDO
"Turns my man on!"
—Rico C.

CHERRY MUGLER'S ANGE
"You will be hooked!"
—Yasmin G.

LOLA BY MARC JACOBS
"It makes me feel sexy."
—Corinne Rosa G.



PERFUMES: FROM TOP: INTERNATIONAL FLAVORS & FRAGRANCES INC.