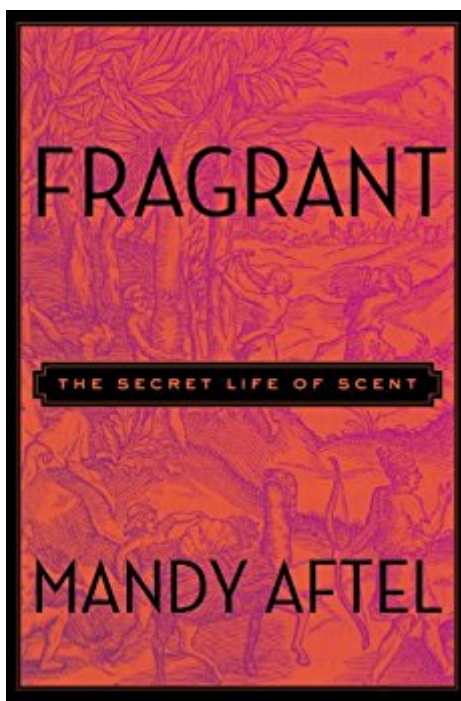


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# Fragrant: The Secret Life Of Scent



## Synopsis

Winner of the 2016 Perfumed Plume AwardThe "Alice Waters of American natural perfume" (indieperfume.com) celebrates our most potent sense, through five rock stars of the fragrant world. Mandy Aftel is widely acclaimed as a trailblazer in natural perfumery. Over two decades of sourcing the finest aromatic ingredients from all over the world and creating artisanal fragrances, she has been an evangelist for the transformative power of scent. In *Fragrant*, through five major players in the epic of aroma, she explores the profound connection between our sense of smell and the appetites that move us, give us pleasure, make us fully alive. Cinnamon, queen of the Spice Route, touches our hunger for the unknown, the exotic, the luxurious. Mint, homegrown the world over, speaks to our affinity for the familiar, the native, the authentic. Frankincense, an ancient incense ingredient, taps into our longing for transcendence, while ambergris embodies our unquenchable curiosity. And exquisite jasmine exemplifies our yearning for beauty, both evanescent and enduring. In addition to providing a riveting initiation into the history, natural history, and philosophy of scent, *Fragrant* imparts the essentials of scent literacy and includes recipes for easy-to-make fragrances and edible, drinkable, and useful concoctions that reveal the imaginative possibilities of creating with—and reveling in—aroma. Vintage line drawings make for a volume that will be a treasured gift as well as a great read.From the Hardcover edition.

## Book Information

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## Customer Reviews

A fascinating & fragrant history of scent and its role in our lives - from ancient myths to our everyday interactions with smells. Mandy's book is like stepping into another world, one filled with a magic and sensuality that brings a greater richness to the wonderful - and less wonderful - scents that pervade our lives. Well written and incredibly interesting, it is difficult to put down and hard to contain one's excitement when sharing it with anyone and everyone nearby.

A beautifully written book! A poetic integration of sensuality, philosophy, and history. Fascinatingly describes the origins and technicalities behind the production of perfumes, essential oils and other fragrant essences. I inhaled this book (heheheh). You'll learn a lot about the five essences she discusses, and come to more deeply appreciate the sense of smell and all of the feelings and experiences it can elicit within us. I find myself now slowing down and truly relishing scents and exploring them more deeply. On a lighter note, I have a kindle, but I chose to buy the hardcover after seeing it at a bookstore because it is simply gorgeous. A pleasure to hold and look at. With metallic detailing on the cover, it's very eye catching. The photo on the cover doesn't do it justice. A hardcover copy enhanced the reading experience for me. The one star review listed is hogwash, I doubt the reviewer even read the book. Mandy is actually biased against synthetic fragrances. You don't have to be a fragrance hobbyist or connoisseur to enjoy this book and really benefit from it. Treat yourself or a loved one to this jewel!

I received an early copy of this book to review and before I finished the first section I was already itching for the release date to come so the book could be lent to a friend. It is a lyrical description of what the author calls the five major players in the art of aroma: cinnamon, mint, frankincense, ambergris, and jasmine. The book is partially autobiographical, and I loved the context and history behind all her stories that added richness to her remarks. The author is primarily interested in perfume, but I was more interested in what she had to say about using essential oils in cooking, which is the only reason there isn't a full five stars; this is really a book intended for those who want to know more about how to make their world come alive with scent. The book is easy to read and

flows well (with some clearly marked asides) but there is a lot of information packed into that space. Highly recommended for fans of perfume and anyone who can poke a nose into a rose/fresh-baked loaf/freshly mown lawn and be transported into bliss; recommended with a truly minor reservation for cooks. It is full of ideas rather than recipes, and intended as a guide for learning how the reader can make scent work well for them. Best for readers who are interested in using scent in multiple ways.

Mandy explains that when she is creating a fragrance and all of the various elements finally come together into one cohesive scent, she calls it "locking." And this is precisely what happens with her new book, *Fragrant*. A "locking" of history, intuition, culture, creation, business, and passion into a seamless volume. For those of us that blithely wear a chosen perfume without thought to its provenance, the book is a revelation. From etymology to recipes to poetry, *Fragrant* is a richly layered journey, intimate and wise. Have you ever held frankincense in your hand? A nugget of ancient history? It has a particular scent, that I would have never experienced, however Mandy in her creative splendor has produced a beguiling Companion Kit to her book. What would have been a literary adventure into the world of fragrance, was instead visceral treasure for the senses. Brava Aftelier Perfumes!

This book is brilliant. And really, how often does a book engage an audience ranging from Alice Waters, Alice Walker, Harold McGee, Michael Pollan and Daniel Patterson? How can you pass up a book praised by these people? Strongly recommended for anyone interested in the pleasure of the senses.

*Fragrant: the Secret Life of Scent*, by Mandy Aftel is one of the best written books about fragrance I have ever read and I do a lot of reading on this subject. Mandy has woven a fascinating story around the history of several spices throughout history and how they came to be used today as it is. This is a book by an author who really knows and loves her subject and wants to share this love of fragrance with her readers. Not only is this a gift but Mandy gives us all the gift of how to make some of her fabulous fragrances and that I truly do appreciate.

Fascinating read. I picked up a copy of this book at Gallery Books in Mendocino just because I was attracted to the subject. This book is part history and lore, part recipes and applications. Together, it got me thinking more about the vast impact of scent and how vital it is has been in my life. An

enjoyable read which is easy to resume after interruptions.

This is a beautiful book. It's the kind of book that you will treasure for years. SO well written. I am savoring every single page. As someone who loves perfume - Mandy Aftel not only takes me on a journey through history, but also shows me how artisanal perfumes are created. A must-have gift for all your friends for the Holidays.

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