



# advice sisters guide to life, success and happiness

ADVICE SISTERS GUIDE TO LIFE, SUCCESS AND HAPPINESS. ALISON BLACKMAN DUNHAM THE POPULAR ADVICE, BEAUTY AND LIFESTYLES EXPERT, OFFERS HER VIEWS, REVIEWS AND REPORTS ON TOPICS OF INTEREST TO ADULTS, EVERYWHERE INCLUDING BEAUTY, FASHION, TRAVEL, EVENTS, LIFESTYLE, AND GENERAL TOPICS. BOOKMARK THIS BLOG--IT IS WORTH VISITING REGULARLY!

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## Ageless Fantasy Is A Fragrance "Fountain of Youth" Finding Fans, Everywhere

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When you review a lot of fragrances, as I do as a beauty expert, it's sometimes challenging to differentiate them. But occasionally, there's a new scent that really stands out. The latest I've encountered is by Harvey Prince & Co, Ltd called "**Ageless Beauty**." It was created to help a woman smell good, of course, but it comes with a very intriguing and provocative claim --wear it and you will be perceived as being 8-10 years younger than you really are!



The "youth-in-a-bottle" scent arrives in a simple, glossy white cardboard box with subtle pink and grey accents. Inside, the Eau de Toilette Spray bottle mirrors the simple, subtle styling of the outer box -- a slim rectangle of clear glass that lets the soft, pink juice advertise itself. An understated, rectangular black cap covers a standard, shiny silver spray diffuser top. The scent inside the bottle is in the fruity floral category. This one is assertive, bright, and clean with a drydown that is more cheerful than sexy, but still a bit sensual. It starts with top notes of pink grapefruit, pineapple, mango, apple, leafy green, and pomegranate (mango and grapefruit are perceived as "young" and joyful scents). The heart nicely blends with the fruit, providing a feminine, floral balance of jasmine, lily of the valley, cherry blossom, and peony. The bottom notes add a sophisticated finish: soft musk, precious woods, and vanilla (men find vanilla to be an aphrodisiac ). The scent feels familiar and easy to understand, but at \$120 for 3.4 oz. EDT, the patent-pending perfume offers the potential for female wearers to be perceived as more youthful as well as nicely scented.

If you are dubious that a scent could make people think you are younger than you are, consider, that there are plenty of studies proving that your senses influence your perceptions. It might not be very politically correct to say this, but the scent of old age isn't all that attractive. As the Ageless Beauty Web Site explains: "*As women and men age, the body produces a chemical known as "nonenal", which occurs as a result of the chemical breakdown of a fatty acid known as palmitoleic in the skin. This process breaks down into a form of an unsaturated aldehyde which emits an unpleasant greasy odor that experts say is the natural "body odor" scent of aging. This type of body odor is rarely present in people in their 20's and 30's, but can become quite prominent around the age of 40. In a study published in the Journal of Investigative Dermatology researchers found that women over the age of 40 have more than twice the levels of 2-Nonenal in their skin than younger women*"

If you've ever smelled a heavy or powdery floral and thought of grandma, or actually *smelled* an elderly grandma, or wrinkled your nose up at a hospital or nursing home, you already know that these odors are synonymous with "old." There have been a number of stories reported in the press, including in the venerable New England Journal of Medicine, about a cat at a nursing home who can predict with efficiency if a resident is about to die. If this cat sits down on a resident's bed, it's time for them to gather their nearest and dearest and say goodbye! The cat has been correct 25 times, but he doesn't have a crystal ball. Animals are simply more tuned in to scent than we are. The average person has more distractions, but we can still suss out certain smells, especially when someone doesn't smell fresh, or is ill.

Consider that a baby's skin smells fresh and clean, devoid of too many chemicals and potions. Young women also smell fresh and wear no additional scent or a very light scent. Their mothers, however, wear deodorants, skin and body lotions, cosmetics, take medications, and generally select heavier perfumes that may mask some of these odors, or compete with them. So it isn't far-fetched to assume that if you don't smell "old" you may be perceived as younger than you are. Ageless Fantasy's scent was created to mask "elderly odors" with a youthful, happy scent, and masterful blending by fragrance maker Ungerer & Company makes it appropriate and not "too young" for someone over 40 to wear. .

I can't say personally that the scent has made people think I'm younger than I am because I just haven't been able to test it scientifically that way, but the Ageless Beauty web site does have some useful information you can check out, along with lots of links to press clips and even some videos.

Even if the scent isn't the fountain of youth in a bottle, it's a nice scent that's worthy of consideration simply because it's good. It's a true conversation starter, as well. But if it does work, even a little, it possibly could do a lot more than just make you feel good. It might help you beat the competition and get a job, or help you get a promotion. It might better your love life. Cougar Women hoping to attract younger men might find smelling "younger" is the lure she's longed for. If nothing else, enjoying a pleasant perfume and feeling good can boost your confidence level. When you are feeling great, you look great, too. That's worth every penny.

Visit [www.agelessbeauty.com](http://www.agelessbeauty.com) for more information and to order your own bottle!