

Featured Article

Youth in a Bottle: Ageless Fantasy Perfume



New York-based perfume company Harvey Prince & Co. has received accolades from millions of women as well as the press for its fragrance, Ageless Fantasy, the world's first anti-aging perfume.

I sat down with the founder, Kumar Ramani, and asked him if he really believes "youth" has a distinct scent. "Absolutely," he says. "The easiest way to think of this is to imagine a nursing home...doesn't it have a distinct "older people" smell? The same applies to youth."

Ramani's proof is in the pudding. Simply stated, as men and women age, the body produces a chemical that breaks down and causes "an unpleasant greasy odor," according to Harvey Prince. This is the "natural body odor of aging." Ageless Fantasy masks the skin's natural age-revealing scent. Research has "proven" that men around women who use Ageless Fantasy believe them to be at least 8 years younger.

How exactly does this work? "Clinical trials" conducted with 75 men revealed that the participants associated the smell of grapefruit with youth. So Harvey Prince combined pink grapefruit with a smidge of mango, pomegranate, jasmine and musk-said to be other youthful notes-and voilà: a fragrance was born. Let's put it this way, when I wore the fragrance, people sat up and took notice.

The fragrance is both fruity and floral, and lighter than fluffy musk, and it certainly isn't cheap. The EDT retails for \$120 for 100ml. at <http://www.agelessfantasy.com> but we're giving away THREE full size bottles of the elixir here at BeautyStat.com. All you have to do is initiate or respond to Discussions, Voting Booth Questions and Twitter feeds. The three most proactive members will each get a passport to youth.

Ageless Fantasy is in the running for the coveted CEW Awards in the "Women's Scent Prestige" category.

By Charu Suri

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