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Perfume 'that gives you the scent of a woman ten years younger'

By LAURA ROBERTS
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You've blasted your wrinkles, hidden the grey hair and fought off the middle-age spread.

But that is no longer enough in the battle to look younger. Now, apparently, women can buy into the scent of youth.

A new perfume claims it can make the wearer smell up to ten years younger.



The perfume should make women smell ten years younger using elements such as cherry blossom

According to researchers, the Ageless Fantasy perfume can make people believe the wearer is at least eight years younger than her actual age.

Billed as 'the world's first and only anti-age perfume' it goes on sale for £59 for a 100ml bottle at Harvey Nichols next month.

Perfume maker Harvey Prince based the scent on 'natural biochemistry'. It says the perfume's tropical-based notes of pineapple, mango and leafy greens prompt happy childhood memories in anyone who smells it.

Lily of the Valley and Peony also trigger happy emotions and feelings of life satisfaction, say scientists at Rutgers University, in the US.

Kumar Ramani, president of Harvey Prince, said: 'From the point of arriving at the fragrance we had to negate the body odour that comes with age, it is not enough to simply mask the smell of ageing.'

Our goal was to find a fragrance that men and women would associate with youth.' Previous research has concluded that body odour increases with age.

The fragrance has top notes, which last for a short time, consisting of apple, pink grapefruit, pomegranate, mango and pineapple.

Its heart - or middle notes - of cherry blossom and pink jasmine become apparent around 15 to 20 minutes after application.

Musk and vanilla make up its heavier base notes, which help the perfume last.

Women aged between 40 and 75 have more than double the Nonenal pheromones found in younger women. This gives off an unpleasant fatty odour which most perfumes cannot disguise.

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