

marie claire
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THE PERFUME THAT MAKES YOU SMELL YOUNGER

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The world's first anti-ageing perfume will launch in London next month, with the promise that it will make the wearer smell eight years younger.

Ageless Fantasy will debut on the counters of Knightsbridge department store **Harvey Nichols**, and will cost £59 for 100ml.

Created by perfumer **Harvey Prince**, in conjunction with scientists at Rutgers University in the US, the scent was based around principals of natural biochemistry, to make the wearer smell younger.

The resulting scent, described as an **'essence of youth'**, is said to invoke happy childhood memories in anyone who smells it, from its formula of tropical base notes - pineapple, mango and leafy greens.

Speaking to the Daily Mail, 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.'

He added, 'Our goal was to find a fragrance that men and women would associate with youth.'

Body odour has been proven to increase as we age, so that when women reach 40-years-old they have more than double the nonanal pheromones of younger women. It is these pheromones that create an odour, which cannot be masked by normal perfumes.

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