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fragrances & flavors

creation from seed to the world

MARCH 2017 BULLETIN

# FRAGRANCE STATION



Odors are the doors  
to memories

Exclusivity For Everyone... All About MHC

Olfactory Disorders

Importance Of Scents in Sensory Marketing

Two Froma Creations Inspired By History,  
Ertugrul 1890 and Enzeru 1890

# *Odors Are The Doors To Memories*



**O**ur olfactory sense starts in the womb. Amniotic Fluid that surrounds the fetus; contains many odor molecules and these molecules have a character originating from the mother's genes and the odor may also vary slightly by mother's diet.

We mostly make decisions such as liking/disliking, feeling calm/restless depending on our very early memories. However we are not aware of the effects. It is not only about liking or hating the smell of jasmin, lilac or celery. Environment, human and objects also smell. These smells effect our decisions even unconsciously. They all have a counterpart feeling in our minds.

Does it smell bad? Stay away, it may be dangerous, rottened or toxic! Does it smell good? The message is simple as «Taste, try, breath in». However it is more complicated in detail; since our reaction depends on our first memory with that scent. Even though we are not so aware of it, scents have a bigger control on us, much more than we can think of.

## **Exclusivity For Everyone. Regarding MHC...**

We each have a smell that is unique to us, an «odour print». Our sense of smell and how we smell is related

to our genetics.

Our odor print is related to our genotype, more specifically the Major Histocompatibility Complex-MHC. People from the same family have similar MHC genotypes. The relation between the genes of the same family are similar and so are the odors. Although our comments may vary, all of us fall in love for the one that has a very different genotype.

What happens here is not magic. It is a scientific phenomenon called «Mono Histocompatibility Complex» (MHC). We all have a unique genotype and the reflection of it on our properties is called phenotypes. Phenotypes always give hints about our genotypes. We mostly smell these phenotypes and choose the most appropriate genotype (the most appropriate partner for reproduction). There are many researches on the chemistry of love and the unconscious choices made by it.

Researches show, there is a correlation between the odors we find attractive and our MHC types. Many odored tshirt experiments prove that women prefer the tshirts that carry the odor of the most opposite MHC type. Most opposite gene means the best partner that will help to generate the healthiest new generation.

# Olfactory Disorders

The best way of feeling gratitude for the sense of smell is to understand how the lack of smell ability can effect our lives. Anosmia, Cacosmia, Phantosmia are the disabilities that effect our life qualities even though most of us are not aware of its importance.

## Anosmia

Anosmia is the loss of the sense of smell. Anosmia can be temporary, however some anosmia types (including traumatic anosmia) can be permanent. The infection of nasal mucosa, blockage of nasal paths or the damage of the temporal lobe may be the reasons. A temporary olfactory loss can be a result of a blocked or an infected nose. A permanent loss may be caused by the death of the olfactory receptor neurons in the nose. It may also be caused by brain injury in which the areas that process smell were damaged. The loss of the sense of smell at birth is related to genetic factors.

## Phantosmia (Phantom Smell)

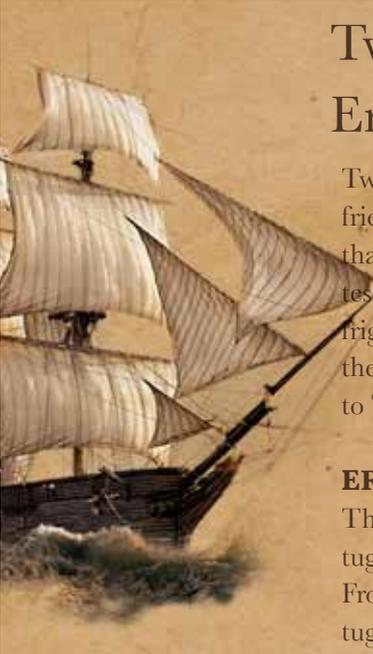
It is an odor hallucination or the situation of smelling an odor that is not even there. Phantosmia is usually temporary and goes away on its own. However sometimes it may be gradual and may last for years. Olfactory hallucinations may originate from health conditions such as nasal infections, nasal polyps or dental prob-



lems. Also neurologic illnesses such as migraine, head injuries, strokes, Parkinson Disease, seizures or brain tumors may be the reasons.

## Cacosmia

It can be defined as unpleasant Phantosmia. It is used to describe the olfactory hallucination or illusion of an unpleasant odor, when the unpleasant odor doesn't exist in reality. In other words a person with Cacosmia experiences a horrible or rotten smell where there isn't one there and in fact may be substituting the bad smell for a pleasant one that exists. Mostly, it is the result of olfactory pathways damages. Any problem that occurs in the tissues lining in the back of the nasal cavity can cause Cacosmia. Once the cause for the Cacosmia is found and treated, Cacosmia itself will most probably disappear as well.



## Two Froma Creations Inspired By History, Ertugrul 1890 and Enzeru 1890

Two precious interpretations of the close friendship between the Japanese people that embraced Ertugrul's crew, which dates back to the years when the Ottoman frigate Ertugrul started her journey from the Land of Moon Istanbul and arrived to The Land of The Rising Sun, Japan

**ERTUGRUL 1890**  
This creation tells the story of the Ertugrul Frigate. A perfect interpretation by Froma in memory of the lost crew of Ertugrul; sleeping to infinity in Japanese co-

ast, embraced by the Japanese people, as they would in their homeland.

**ENZERU 1890**  
The story would not be completed if Enzeru 1890 did not come alive to remind us the precious hospitality of the Japanese. Enzeru 1890 is an elegant and stylish design to express the devoted affection of the Japanese saviours, who helped the surviving crew of Ertugrul.

<https://vimeo.com/201835657>  
<https://www.youtube.com/watch?v=ZuLJCFjd64c>

# «Odors» in Sensory Marketing

Activities done by making people use up to 5 of their senses, effecting the consumer thoughts about a product or the decision of buying is called Sensory Marketing. The others are known and used for many long years and out of our subject, therefore we will share some information here on the effects of using Odors in marketing.

Gerald Zaltman briefs the importance of the subject in his «How Customers Think» book as: “Smell and the other senses are entegrated to the brain limbic system. By Visional triggers the experiences are reminded.”

According to a research that is mentioned by Martin Lindstrom who is the writer of «Brand Sense», 80% of men and 90% of women specified that their alive and emotional memories are triggered by odors.

Marc Gobe-the writer of «Emotional Branding» lines up for the idea that every brand must have an odor. he underlines that the brands that use the odor factor appropriately build up an emotional bond with their

customers.

One of the best examples how odors are used in sensory marketing is the use of Fresh Baked Bread Smell in supermarkets. Fresh baked bread smell stimulates the hunger of the customers and definitely results as more shopping.

Another example which proves that it is a very effective fact even for non-food products may be the crisis that Rolls-Royce brand had. Rolls Royce lovers insisted that the new launches of the company did not have the same comfort as before. Researches have shown that the old models had an inside design made up with natural materials such wool, wooden and leather which resulted as a special scent. After studies for weeks, customers are satisfied. Since then, this special Rolls Royce Scent is added under the seat of each car before it leaves the factory.

Number of brands using odors as a tool of Sensory Marketing is increasing day by day.

## Where Were We?

Froma F&F has activity in 5 continents, 51 Countries with 20 000 products. We keep on taking place in sectoral exhibitions in different locations.



Cosme Tokyo Exhibition- Japan  
23-25 January 2017



Cosmoprof Asia Hong Kong Exhibition  
Hong Kong/14-18 November 2016



Intercharm Ukraine Exhibition  
Kiev Ukraine/22-24 September 2016

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