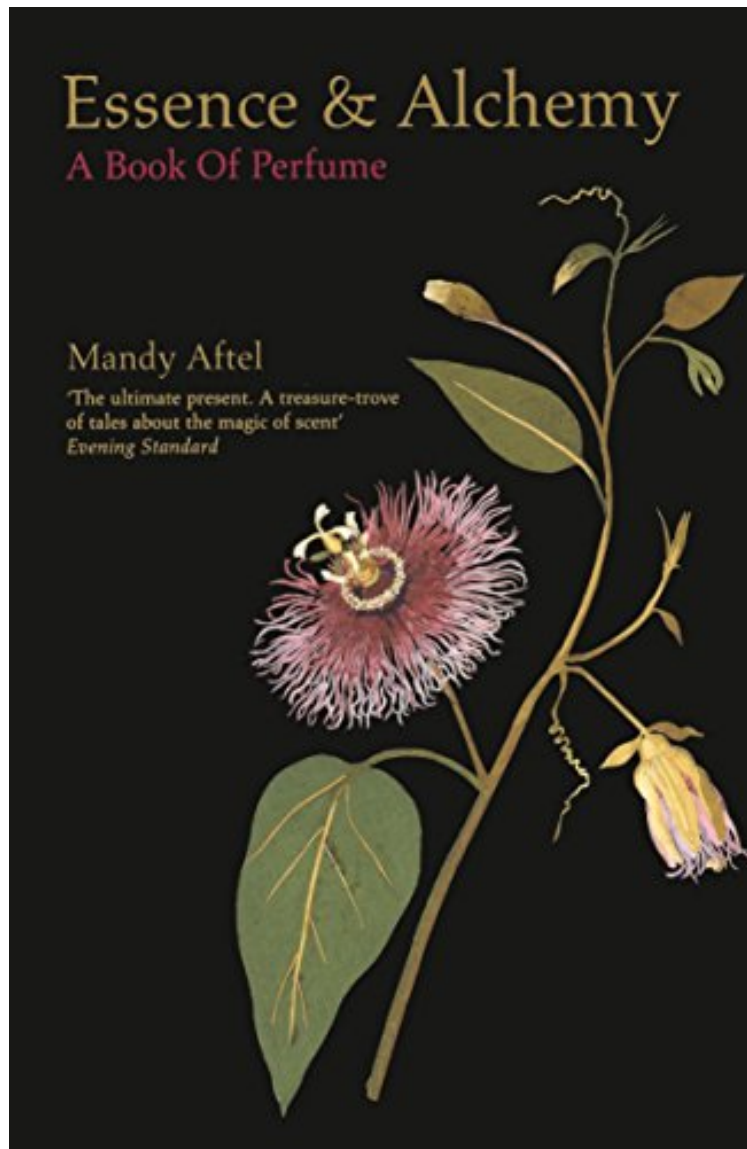


[Free pdf] Essence and Alchemy: A Book of Perfume

Essence and Alchemy: A Book of Perfume

Von Mandy Aftel

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Von Mandy Aftel : Essence and Alchemy: A Book of Perfume before purchasing it in order to gage whether or not it would be worth my time, and all praised Essence and Alchemy: A Book of Perfume:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. Informative!Von Ralph ReyesThe book gives you allot of information on the perfume industry but found her perfume formulas very undiscrptive. It o.k. for reading but not if your looking for perfume formulas.0 von 0 Kunden fanden die folgende Rezension hilfreich. Train read at bestVon mu-Historical inaccuracies, technical incompetence sometimes

bordering on utter incompetence. An example: authentic essential oils apparently leave no residues (sic!) and opposed to the cut ones. Self indulgent rather than informative. I suppose it's an ok read for someone not into the subject. Otherwise waste of time.

Kurzbeschreibung As long as there has been passion, there has been perfume. Wealthy Romans used to scent their doves while in Shakespeare's time, a woman in love would place a peeled apple into her armpit to saturate it with her scent and then present it to her lover. *Essence And Alchemy* resurrects the social and metaphysical legacy that is entwined with the evolution of perfumery, from the dramas of the spice trade to the quests of the alchemists. Aftel tracks scent through the boudoir and the bath and into the sanctums of worship, and along the way teaches us the art of perfume-making, including many of her own recipes, offering insights on the relationship of scent to solitude, sex, and soul. From Publishers Weekly To this most extraordinary treatise on the history and making of perfume, Aftel, a writer and aroma designer, brings sheer delight in the bouquet of aromas in the natural world, as well as a "love for arcana" and an irreverent sensibility that embraces "little-acknowledged" aphrodisiacs like the smell of sweat. Smell is one of the most primal senses: even newborns orient first toward the smell of their mothers' milk. And world history is full of the manipulation of smell, she reveals, starting with the palace perfumers of ancient Egypt; the Israelite women who concocted essences for temple sacrifices; the Romans, who anointed nearly everything; the alchemists, who searched for the Divine Essence; all the way up to modern pheromone researchers who hope, finally, "to snare the sex drive." Aftel traces this history with witty anecdotes (Ben Franklin's plea for a drug to make sweet-smelling farts, Petrus Castellus's advice to rub civet directly on the penis) and well-chosen alchemical and botanical illustrations. After this seductive introduction, she shifts into the how-to mode, discussing the actual making of a scent, a process of selecting certain "base notes," adding "heart notes" and finally the "top chords." Her emphasis is on experimenting, and developing an "olfactory consciousness." Since organically based perfumes interact with the wearer, they must be designed for a particular user, not vice versa, as with commercial, synthetically based products. Aftel provides some sample formulas and concludes with a roundup of romantic, bathing and spiritual uses of perfumes. Agent, Peter Matson. Copyright 2001 Cahners Business Information, Inc. *Pressestimmen* This is by Mandy Aftel, who is an all-natural perfumer in Berkeley. She comes out of the same movement for the best natural ingredients that created Chez Panisse [restaurant], also in Berkeley, which started the foodie revolution. This is a wonderful, swoony, sensual book. She gives you the history of perfume through the ages, from the ancient Egyptians and Assyrians. She talks about how people have moved away from the idea of perfume as a ritualistic, meditative, aesthetic creation. The mass marketing of perfume, which includes a lot of synthetics and chemicals, has taken away a lot from the original idea of what perfume was and should be. Aftel started her own atelier to make perfumes. She uses natural ingredients, so no synthetics, no chemicals, no fixatives. The downside is that all-natural perfumes don't last that long, maybe two hours maximum. But she has striven to show that you can make elegant, complex, interesting, beautiful perfumes using all natural ingredients. She holds workshops where you can make your own perfume. The book is really a primer to go back to the roots and the ancient ideas of what perfume is all about. She talks about the meditative nature of certain essences, and notes their healing properties and the transcendental element of perfumery. It's also gorgeously written. People have read this book and developed their own interest in making perfume. It's a seminal, inspirational book that many people cite. Earlier I mentioned the Swiss perfumer Andy Tauer. He trained as a chemist. He told me he read Mandy's book, and after that he decided he wanted to make perfume. He started experimenting in a home laboratory, just mixing ingredients, and his first perfume was called "L'Air du Desert Marocain." It was a huge hit. Luca Turin gave it five stars and called it a masterpiece. Tauer is now a highly recognised niche perfumer. He's not a completely natural perfumer, but he uses up to 50% natural ingredients which is huge these days. There This is by Mandy Aftel, who is an all-natural perfumer in Berkeley. She comes out of the same movement for the best natural ingredients that created Chez Panisse [restaurant], also in Berkeley, which started the foodie revolution. This is a wonderful, swoony, sensual book. She gives you the history of perfume through the ages, from the ancient Egyptians and Assyrians. She talks about how people have moved away from the idea of perfume as a ritualistic, meditative, aesthetic creation. The mass marketing of perfume, which includes a lot of synthetics and chemicals, has taken away a lot from the original idea of what perfume was and should be. Aftel started her own atelier to make perfumes. She uses natural ingredients, so no synthetics, no chemicals, no fixatives. The downside is that all-natural perfumes don't last that long, maybe two hours maximum. But she has striven to show that you can make elegant, complex, interesting, beautiful perfumes using all natural ingredients. 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laboratory, just mixing ingredients, and his first perfume was called "L'Air du Desert Marocain." It was a huge hit. Luca Turin gave it five stars and called it a masterpiece. Tauer is now a highly recognised niche perfumer. He's not a completely natural perfumer, but he uses up to 50% natural ingredients which is huge these days. There are many perfumes that use just a few percentage points of real ingredients and the rest is synthetic. That's not to say you can't make perfumes using all or mainly synthetics. There are some wonderful perfumers out there with very modern takes on perfumery - such as Comme des Garcons - and they have no problem using synthetics. This book has inspired a generation of perfumers, and it brought people back to the original idea of what perfume was supposed to be. Mandy Aftel is a very spiritual person, who is able to meld the spiritual and ritualistic elements of perfumery with the pure, hedonistic, sensual beauty of it. --Denise Hamilton "The Browser" (10/04/2011)