

Sofie Albrecht

Tuesday 23 October 2018

Scents that seduce : a story of nature & nurture”

From an evolutionary point of view, smell is one of the most important senses. It helps us to detect danger and gives us information about the environment and other people. Scents have always been used to influence others, mainly to please or seduce. All cultures have used odors in their sexual rituals. And that's exactly the reason why many philosophers considered smell as an 'inferior' sense, that doesn't provide much useful information for a 'wellthinking' person. Their contempt explains why even today the sense of smell remains our most mysterious sense. And therefore very powerful.

Science has proven that many animals communicate through pheromones. These chemical signals help to repulse competitors and attract genetically compatible partners. Some like to think that that's the case for humans as well. If so, which scents arouse? And are these universal, culturally determined or personal? The perfume doctor will introduce you to the fascinating world of scents.