Fragrance Products

Research and Product Development

In a report conducted by Star Candle, it was found that more than 80% of adult Americans have purchased either perfume or cologne in the past year. By studying the sales of certain scents, companies are able to find and produce the most popular fragrances. Originally, to create a fragrance product such as perfume or cologne, natural ingredients were used such as flowers, plants, grasses, herbs and fruits. As technology has evolved, it is easier to create the scents without using natural products. Scientists and researchers are able to duplicate certain essences in oils and concentrate them by distilling them in water and/or alcohol.

Marketing

Advertising a product that already brings in $35 billion in sales yearly isn’t a difficult task. Now of days, everyone wants to smell good so everyone is willing to buy the perfumes or colognes. Common marketing techniques include commercials, billboards, and posters in shopping malls. To enhance the marketing process, some companies use celebrity endorsements so their product is referenced with someone known across the world.

Manufacturing

The oils that are used often to create synthetic fragrances come from plants or animals. By using these, they must damage land and the environment, and in some cases must euthanize animals. Also to create scents, chemicals such as styrene oxide and methylene chloride are used which can cause damage to people and surroundings. Before selling the final product, they age it so the smell lasts longer.

Packaging

Fragrance products can either be packaged in glass or plastic containers. Glass and plastic are both bad for the ecosystem though. In order to create glass, natural gases are needed, which are limited and has a negative effect on the environment. Also plastics are bad because it doesn’t
break down. Because it doesn’t break down it accumulates in forests, creeks, rivers, and seas. Also plastic carries toxins like BPA and phthalates. Another reason packaging these fragrance products has a negative effect on the environment is because all companies want their product to be easily identified. They make their packages colorful to stand out and in order to color the packages, chemicals must be used.

Sales, Distribution, and Transportation

Like any other product, after being made in factories, fragrance products must be shipped to stores to be sold. In order to be shipped across the world, planes, boats and trucks are all utilized. These shipping processes use fuel which therefore cause pollution. Most companies have their own product to sell and as I said before it’s a 35 billion dollar business.

Consumer Use

Fragrance products have been known to be used since 1370, first made for Queen Elizabeth of Hungary. Ever since then consumers have desired the product and after finding the one they love, they continue to use it. They only look at the benefits of the essences though, the fact that it makes them smell good and more appealing to others. They don’t fully understand the side effects. The chemicals found in the perfume can cause asthma, headaches, swollen lymph nodes, dizziness, and skin irritations. There is also a product in perfume called acetaldehyde which is a carcinogen, but as long as it smells good, consumers will use it.

Disposal

Once all of the fluid is gone, the packages and the bottles must be disposed. In order to dispose of the fragrances packages, they often throw the plastic and glass bottles into landfills. For the cardboard packaging, it is often thrown in landfills or incinerated. Thankfully some perfume stores will accept empty perfume bottles and either reuse them or dispose of them in a proper manner.

Conclusion

Although perfumes and colognes are generally seen as helpful products, they actually have a negative impact to our lifestyle. These negative impacts include chemical use, oil extraction from plants and animals, landfill buildup, and health effects such as rashes and headaches. The life cycle of fragrance products in similar to others; starting with research and production in a lab and then ending up in the environment, hurting the ecosystem.