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**The Perfume Spot**

**By Peter Vermeeren**

Today's consumer market is driven by women whether it is clothing, shoes, jewelry, handbags,

linen, drapery, household items or perfumes; ladies just want to shop till they drop. Although perfumes and colognes are used by men also; but women are just wild about them. The perfume market has grown into a multi-billion dollar industry that never stagnates and is continuously introducing new products to lure more people to buy them. The real brand name perfumes are fairly expensive and every buyer tries to look for the perfume spot that offers the best prices. If you are looking for genuine perfumes or colognes; be prepared to spend fair amount of money at the perfume spot that even offers discount prices. These products are not cheap by any standards.

It is simply amazing to see the variety of perfumes and colognes available in the stores. And it keeps growing year after year. In spite of the exorbitant prices, the fad to own the latest in the market keeps growing. The perfume spot industry is an exact parallel of the fashion market that never stops. All companies in this business spend a phenomenal amount of money in research and development in the hope of creating a product that will create a sensation in the market. And it does not end there; the marketing side of business is another story.

The perfume spot companies pay big royalties to big and famous celebrities and use their names to market their products. We are all familiar with perfumes named after well known stars like Elizabeth Taylor, Jennifer Lopez, Celine Dion, Paris Hilton and many more. Besides using the big celebrity names for the perfumes, a phenomenal amount of money is spent on advertisements in the fashion magazines, newspapers and TV commercials to promote the products. Month after month, new products are introduced by every perfume company in the hope of increasing their market share by attracting old as well as new clients.

The perfume spot is equally geared to attract male clientele for aftershave lotions and colognes. Come to think of it, men are not as much involved in fashion clothing, shoes and jewelry as women. But they are very much into wearing a good perfume for a good reason; trying to be noticed by the opposite sex. Even though we do not see many men's colognes named after big celebrities, there is a wide range of products available that are produced by some of the big name fashion icons in the industry.

## The Perfume Spot

To mention a few of the perfume spot products for men; Acqua Di Gio Cologne by Giorgio Armani, Chrome Cologne Eau De Toilette Spray for men by Azzaro, CK One Eau De Toilette Spray Unisex by Calvin Klein, Contradiction Cologne Eau De Toilette Spray for men by Calvin Klein, Cool Water Cologne Eau De Toilette Spray for men by Davidoff, Curve Cologne Eau De Toilette Cologne Spray for men by Liz Claiborne, Dolce & Gabbana Cologne Eau De Toilette Spray for men by Dolce & Gabbana, Eternity Cologne Eau De Toilette Spray for men by Calvin Klein, Kenneth Cole Black Cologne Eau De Toilette Spray for men by Kenneth Cole, Hugo Cologne Eau De Toilette Spray for men by Hugo Boss, Polo Blue Cologne Eau De Toilette Spray for men by Ralph Lauren, Obsession Cologne Eau De Toilette Spray for men by Calvin Klein, Versace's Dreamer Cologne Eau De Toilette Spray for men by Versace and the list is almost endless.

Peter Vermeeren is the owner and webmaster of:

<http://www.kamikaze-portal.com/News/Topic/perfumes.html>

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<http://www.digital-reviews.eu>

### **Quality Cologne, Perfume And Fragrances To Enhance Your Sex Appeal**

**By Mike Yeager**

It has been said that a perfume is like gathering an armful of luscious rose pedals at the height of their bloom. The lovely scent, the heavenly fragrance and sensation you feel when surrounded by a quality perfume, fragrance or scent cannot be overstated. There can be a wide variety of ingredients in putting together a fragrance that is both appealing and attracting. Historically these ingredients have been divided between natural and synthetic; that is, between a man made or natural botanical substance. Perfume is meant to reflect and enhance the natural environment around us, which is why many people enjoy the thought of using only "Natural" fragrances and scents.

The best Perfume and fragrances will make your enticing.

In ancient civilizations materials and ingredients were added to oils used to perfume the skin. Today science is able to isolate and remove a pure single aroma from natural materials. As a general rule, the purer and more distilled the material, the more it costs. However, there are many wonderful fragrances you can buy that are both inexpensive and of a high quality.

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