

# Fragrance Families

The Fragrance industry groups Fragrances into categories called families, according to the ingredients and target Customers for each kind of Fragrance. Information about each Fragrance family is provided in the table below. Examples shown in red are women's Fragrances and examples in blue are for men.

Fragrance Family	Fragrance Description	Avon Examples	Competitor Examples
<b>Oriental</b> Exotic and spicy	Oriental Fragrances are wrapped with warm, comforting or spicy notes, such as amber, vanilla, cinnamon and clove. Also present are opulent and rich florals. Oftentimes they are described as addictive and include gourmand notes that give a sweet impression.	Tomorrow Avon Extraordinary Far Away Tomorrow for Men Black Suede Mesmerize	Calvin Klein Euphoria Armani Code
<b>Fruity Floral</b> Fruity and bright	The Fruity Floral fragrance family uses fruity notes mingled with florals to give color, freshness and add juiciness. Fruity notes can be green (apple/pear), tropical (peach/pineapple) or berry.	Crystal Aura Surreal	DKNY Be Delicious
<b>Floral Floral</b> Soft and feminine	The most popular Fragrance family. Florals are characterized by a blend of mixed bouquets like jasmine, rose, white peony, gardenia, and tuberose. Florals can be pure and flowery, or blended with musk notes for a subtle warmth or to create a soft and powdery feeling.	Today Dreamlife Sweet Honesty Rare Pearls Rare Gold Candid Odyssey Night Magic Soft Musk	Christian Dior J'adore
<b>Fresh Floral</b> Fresh and zesty	Fresh Floral Fragrances are bright florals accented by fresh notes. They burst with citrus notes like lemon, lime and grape fruit or crisp greens like fresh cut grass and violet leaves. This category also includes cool and refreshing water-based scents.	Always Haiku Avon Goddess Avon Shine Avon Smile Blue Rush for Her	Estée Lauder Pleasures
<b>Citrus</b> Zesty and energizing	Clean and refreshing scents that blend citrus notes such as lemon, lime and mandarin, as well as natural aromas like cut grass and rich green leaves. Cool and refreshing marine notes are often present.	RPM	Armani Acqua di Gio
<b>Fougère</b> Clean and fresh	The Fougère family is the most popular men's category. Fougères contain a cocktail of ingredients, mixing citrus, lavender, orange, ginger, blackcurrant, lime and are often spiked with sweet spices and oriental woods. They give a clean, grooming impression.	Blue Rush HisStory Wild Country Derek Jeter Driven	Davidoff Cool Water
<b>Chypre</b> Rich and earthy	The Chypre family is categorized by the contrast of citrus freshness against an earthy or mossy feeling from notes like oak moss and patchouli. These can be mixed with florals and leathery or fruity notes to create different types of Chypres. This family is rich and sophisticated.	Imari Timeless Perceive	Sarah Jessica Parker Lovely Ralph Lauren Polo