

## **SCEINZ Brand Research Paper**

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**Abstract:** *A fragrance is defined as a combination of organic compounds that produces a distinct smell or odour. A perfume is a liquid mixture used to emit a pleasant odour. It is formed from fragrant essential oils derived from plants and spices or synthetic aromatic compounds. Cosmetic fragrances applied to a person's body to emit a pleasant smell include perfume, cologne, and aftershave. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. Scents are reported to enhance health and well-being by improving mood, reducing anxiety and stress, increasing cognitive function, and improving sleep. A link has also been identified between pleasant scents and improved pain tolerance through the activation of opioid pathways. The earliest record of perfume-making in India can be found in the 'Brihat Samhita', an encyclopaedia authored by a 6th century astronomer, mathematician and astrologer who lived in Ujjain. Attar is quite ancient in India; it's more than 60,000 years old. We find mentions of fragrance and perfume in the olden Indian epics and Granths. The kings would begin their day with fragrance. According to 'Agni Purana', they would take bath with over 150 varieties of fragrances. The consumption of fragrances was enormous in the harems of kings. As a large number of men and women were engaged in preparing fragrances amongst whom the woman numbered the most. These women were called Gandhkarika or Gandhhadika. These fragrances were known as Itra. This research paper focus on new perfume launch strategy plan and promotional campaign design.*

**Keywords:** Skin-friendly, Boldness, Happy, Natural, Indian Heritage and Self-love