

Headline	A complementary lifestyle		
MediaTitle	The Star		
Date	17 Apr 2024	Color	Full Color
Section	StarTwo	Circulation	175,986
Page No	1,3	Readership	527,958
Language	English	ArticleSize	1940 cm ²
Journalist	Bervin Cheong	AdValue	RM 97,633
Frequency	Daily	PR Value	RM 292,899

A sense for *scents*

From home to personal fragrances, Malaysians prefer floral and fruity notes that are light and subtle. 3

Smartphones and anxiety
6

Fleeing from the heat
8

A forgotten crisis
10



Photo: Cereria Terenzi

Headline	A complementary lifestyle		
Media Title	The Star		
Date	17 Apr 2024	Color	Full Color
Section	StarTwo	Circulation	175,986
Page No	1,3	Readership	527,958
Language	English	ArticleSize	1940 cm ²
Journalist	Bervin Cheong	AdValue	RM 97,633
Frequency	Daily	PR Value	RM 292,899

By **BERVIN CHEONG**
lifestyle@thestar.com.my

FRAGRANCE preferences often differ from one person to another. It can be unique to each country or region.

Maybe consumers are loyal to familiar ingredients – or perhaps, like music and food, fragrance is very much a localised taste.

When it comes to Malaysia, the belief is that florals is a favourite.

According to Fadz Subari, founder and CEO of local home aroma care brand Earththeories, a fresh scent is appealing.

He says Malaysians like something light and not too heavy.

"A lot of these scents are often tied to one's lifestyle, which is most apparent for those who prefer a minimalistic and subdued fragrance to compliment their fashion and home," Fadz explains.

Paolo and Tiziana Terenzi, siblings and co-founders of the Cereria Terenzi fragrance company, share the same thought, but add that fruity fragrances also sell well here.

"This reflects not just the climate but also cultural associations with certain scents, showing how preferences might lean towards lighter, refreshing fragrances in tropical regions," Paolo points out.

Cereria Terenzi fragrances – comprising the Tiziana Terenzi, V Canto and Giardino Benessere brands – are made in Italy, but are meant to be universal.

Paolo stresses that perfume makers look beyond geographical borders.

"Being of an artistic category, we always find a common thread that connects wonders across all latitudes, showing us that great beauty knows no boundaries or barriers."

For local noses

That said, notes – descriptors of scents that can be sensed upon the application – are somewhat geographically unique.

Take for example, how lavender brings to mind a holiday in the south of France. This region is famous for its lavender fields.

Italy, famous for its citrus produce, is linked to the corresponding sharp notes reminding of the sun, the sea and the heat.

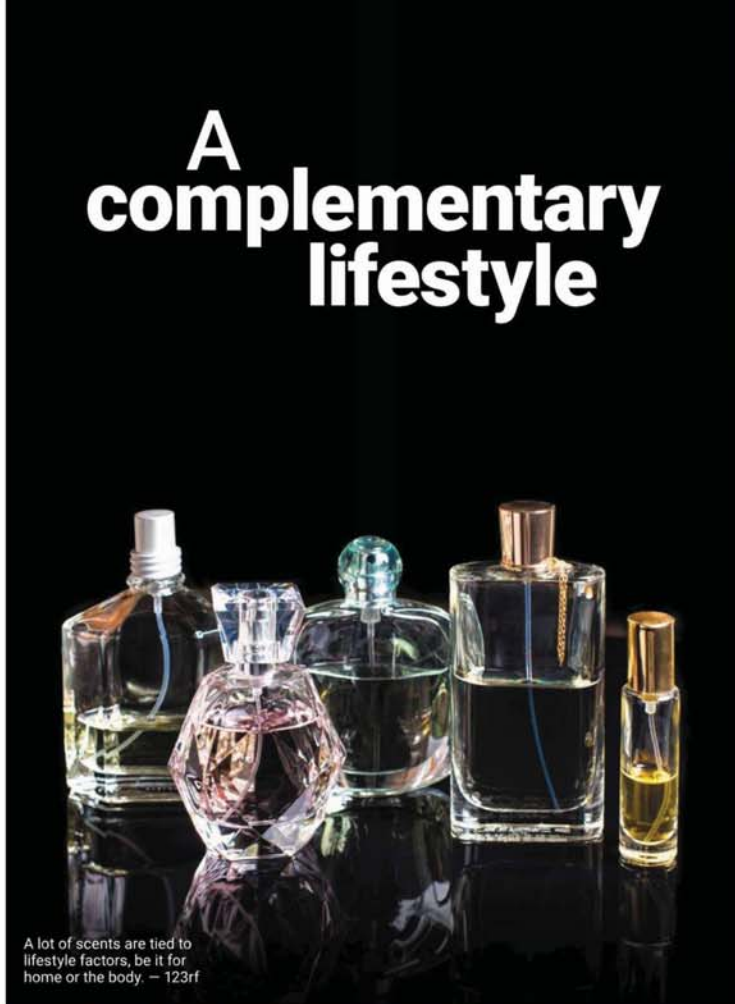
Earththeories make use of Malaysian herbs and plants to create different scents. This is said to be something special, as it plays on the idea of notes recalling specific countries or locations.

"Malaysia is also one of the leading producers of nilam (patchouli), agarwood and lemongrass. These native herbs have a very distinct fresh scent both as a plant and after being processed into oils and perfume," Fadz explains.

"For lovers of floral scents, Malaysia's kesidang (bread flower) and cempaka putih (white champaca) are not just beautiful flowers, but they have a unique quality that sets them apart from more common flowery scents like rose or jasmine."

Tiziana feels that certain fragrance notes can evoke memories, thanks to the brain's ability to link scents with past experiences.

A complementary lifestyle



A lot of scents are tied to lifestyle factors, be it for home or the body. – 123rf



Paolo (left) and Tiziana believe in how fragrance preferences can be localised to a country or region. – Cereria Terenzi

is a very intimate matter. It links back to the subject matter of location.

"Maybe a whiff of that floral fragrance reminds them of their first love, like a specific aroma which brings them back to a nostalgic time and place – scents can become a person's best storyteller."

Whiff of a trend

Like in fashion, perfumery has its trends too. This can be seen in the current popular notes – or with more serious issues, like sustainability.

Paolo says that trends in niche perfumery are now leaning towards complex, layered scents, blending traditional and unconventional notes to create unique olfactory experiences.

There is a marked preference for woody, musky notes mixed with lighter, airy florals or zesty citrus.

"Additionally, in line with these trends, there's an emerging inclination towards floral and fruity notes, reflecting a desire for fragrances that convey a sense of natural freshness and vibrancy," he says.

On the sustainability front, he believes natural ingredients will continue to influence consumer choices, emphasising ethically sourced materials and transparency in production.

Earththeories is focusing on products made from locally-sourced ingredients.

"We started from a humble home garden and while we've come a long way over the years, we want to preserve our roots by supporting local farmers and use the best of what our Malaysian soil has to offer," Fadz shares.

"Our goal is to cultivate an 'agri-sanal' ecology – we use our local agriculture to craft artisanal products that can be enjoyed by all. In return, each purchase of Earththeories products goes back to our farmers to ensure a positive and sustainable ecosystem within the industry."

Earththeories also has strategic partnerships with the Forest Research Institute Malaysia and the Agriculture Department of Malaysia.

University Malaya's Centre for Natural Products and Drugs Research has also contributed the company's facilities to support research and development teams in formulating and innovating products.



The Earththeories brand focuses on products made from locally-sourced ingredients. – Earththeories

Fadz says his brand uses Malaysian herbs and plants to create different unique scents. – Earththeories

She says that a "Malaysian scent" would probably be best complemented with hints of tropical flowers, green leaves, and oceanic breezes.

"These could be blended with spices to reflect the country's rich culinary traditions, creating a scent profile uniquely evocative of Malaysia's vibrant markets and serene natural landscapes, and highlighting the country's preference for floral and fruity fragrances," she comments.

Tiziana thinks fragrance choice