

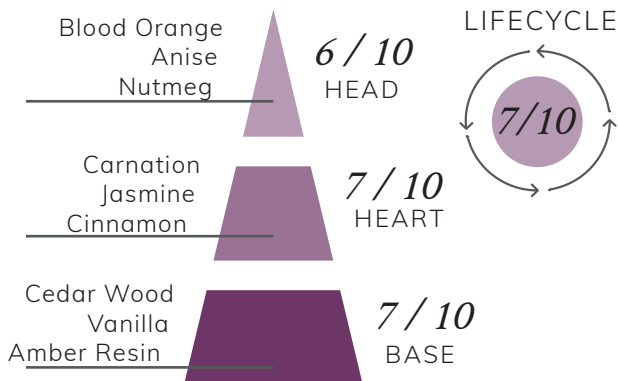
OLD SPICE - ORIGINAL - EST. 1938

Old Spice Original after shave's alcohol content & spicy citrus burst is reminiscent of mulled wine in the head. The heart mellows to a floral bouquet with notable hints of carnations and jasmine. Cinnamon spices draw to a woody amber base with a gourmand vanilla finish.

27/40

COMPOSITION

THE ELEMENTS OF THE FRAGRANCE



FRAGRANCE FAMILY: *Spicy Oriental Amber*

CONCENTRATION: AFTERSHAVE

23/30

3RD PARTY FEEDBACK

WHAT OTHER PEOPLE SAY

“Every time I smell it, I travel back in time.

The reformulation isn't quite right. It's shallower.”

3/5

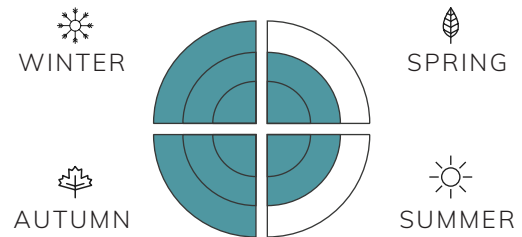
IMPRESSIONS

HIGH-LEVEL USAGE THOUGHTS



SEASONALITY

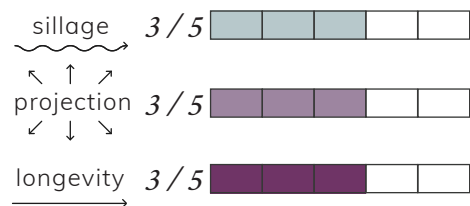
BEST SEASONS TO WEAR THE FRAGRANCE



9/15

WAKE & STRENGTH

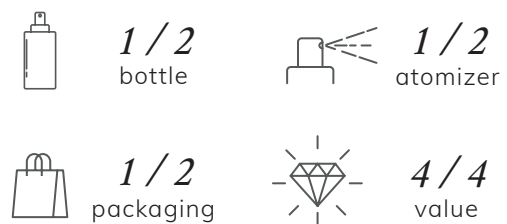
HOW THE FRAGRANCE RADIATES FROM YOUR BODY



PRESENTATION

OVERALL USAGE EXPERIENCE

7/10



/100ml	
RRP	PAID
\$10	\$7

SCORE & CONCLUSION

Even at 80, Old Spice's complex oriental composition confidently contends with contemporary designer giants. Despite exchanging authenticity for marketability, the familiarity of Old Spice offers something its competitors cannot, which guarantees it a space on every man's bathroom shelf.

69/100

Scoring Key: Below 40: Mediocre | 41-60: Average | 61-80: Good | 81-100: Outstanding

To Read About How The Fragrance Formula Works, Please Go To: BespokeUnit.com/Fragrance/Formula

Learn About Fragrances: History, Families, Seasonality, Life-Cycles, and The Best Brands at BespokeUnit.com/Fragrance

Reviewed by Charles-Philippe Bowles on the 28th of August 2017 - Concept & Design by Paul Anthony & Charles-Philippe Bowles