

FRAGRANCE BRAND \_\_\_\_\_

FRAGRANCE NAME \_\_\_\_\_

RELEASE YEAR \_\_\_\_\_

INTRODUCTION

### /40 COMPOSITION

THE ELEMENTS OF THE FRAGRANCE

**LIFECYCLE**

**HEAD** /10

**HEART** /10

**BASE** /10

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

FRAGRANCE FAMILY: \_\_\_\_\_

CONCENTRATION: \_\_\_\_\_

### /30 3<sup>RD</sup> PARTY FEEDBACK

WHAT OTHER PEOPLE SAY

“ \_\_\_\_\_ ”

### /5 IMPRESSIONS

HIGH-LEVEL USAGE THOUGHTS

Age range  
 Time of day  
 Occasion  
 Masculinity

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### SEASONALITY

BEST SEASONS TO WEAR THE FRAGRANCE

WINTER

SPRING

AUTUMN

SUMMER

### WAKE & STRENGTH

HOW THE FRAGRANCE RADIATES FROM YOUR BODY

sillage /5

projection /5

longevity /5

### PRESENTATION

OVERALL USAGE EXPERIENCE

/2 bottle  
 /2 atomizer  
 /2 packaging  
 /4 value

purchase location & date: \_\_\_\_\_

price & size: \_\_\_\_\_

### SCORE & CONCLUSION

# /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/Fragrances/Formula](http://BespokeUnit.com/Fragrances/Formula)

Learn About Fragrances: History, Families, Seasonality, Life-Cycles, and The Best Brands at [BespokeUnit.com/Fragrances](http://BespokeUnit.com/Fragrances)

Reviewed by \_\_\_\_\_ on the \_\_\_\_\_ - Concept & Design by Paul Anthony & Charles-Philippe Bowles