

This perfume is one of many exciting Scents of Time which will be launched over the next few years – bringing living history to your home. David Pybus, known to the media as “The Indiana Jones of the scent business” promises to keep digging in his search for rich aromas from our past to delight the modern-day wearer.

www.scentsofetime.co.uk

This will keep you updated on perfume launches, the book “Scents of Time” and the making of a documentary based on these exciting fragrant discoveries.

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SCENTS OF TIME

NENÚFAR

THE SACRED SCENT OF CLEOPATRA



SCENTS OF TIME

THE STORY BEHIND SCENTS OF TIME

David Pybus is qualified in chemistry and marketing, and has lived and worked on three continents, travelling to over one hundred countries. His fascination with archaeology and history, coupled with a long business career in the fragrance industry, led to the concept of Scents of Time.

David's first taste of lost perfumes was during a three year sojourn as an ex-pat to Mexico, and this was quickly followed up with visits to Egypt, Italy and Cyprus, working with others to bring again to the light of day lost aromas of our ancient civilisations.

Having arranged for the fragrances of RMS Titanic to be brought back to England for analysis and re-creation by world-renowned perfumers, the idea of a fully fledged business took form.

David left his fragrance Company Quest International, (now Givaudan) but with their help, and that of CPL Aromas, began the essential alchemy of creating Scents of Time.

With the financial backing of well-known city entrepreneurs Peter Jones and Theo Paphitis, aromancer David has realised his dream in bringing these marvellous scents to the world for all to enjoy.

In producing PETALS ©, and giving a full fragrance description of what is in the bottle, David is also attempting to de-mystify the wonderful world of scent, and, as with the wine industry, help people better appreciate their purchase by education.



SCENTS OF TIME

FREQUENTLY ASKED QUESTIONS

HOW DID WE CAPTURE THESE FRAGRANCES?

Perfumes are ephemeral beings. Open the stoppers and they are lost forever. But they can be frozen in time by disaster, such as the iceberg which sank Titanic, the eruption of Vesuvius which destroyed Pompeii or the earthquake which ruined Pyrgos Mavroraki in Cyprus.

Essentially natural aroma chemicals, they are recreated using investigative science from gas layer chromatography and mass spectrometry. This can chemically finger print or “aromaprint” the finds and they can then be recreated. If we are lucky enough to find actual samples or head space (see overleaf), then we have the additional advantage of sampling the scent with a human nose – that of a perfumer.

To use an analogy if we gave a talented chef a recipe, they would be able to create a tasty dish – even if they had never cooked it before. Scents of Time acts as a “fragrance archaeologist” reconstructing perfumes based on preserved samples, historical literature and ancient recipes.

There are five ways to capture perfumes in time and re-create them:

- Decipher pictographs from tombs or formulae from old books.
- Recover actual samples in situ at archaeological digs.
- Capture them from plants known to have been used at the time using “head space analysis”. This is where a glass dome is put over a flower and its aroma, or soul, is stolen and captured by sucking the air around it and putting it through sophisticated polymer filters. The captured material is then put through gas layer chromatography and mass spectrometry to reveal its content. The plants we should stress, are not harmed.
- Take samples of fragrances which have survived in museums.
- Research written records to get an impression of what ancient perfumes might have smelled like.

SURELY PERFUMES THOUSANDS OF YEARS OLD WILL NOT APPEAL TO TODAY’S TASTES?

Why not? Our brains and noses were just as good thousands of years

ago. And the odour of rose or cinnamon was just as appealing. Perfumers, or unguentari, in ancient times were gifted people. The only difference between them and a modern perfumer is that they used only natural materials and that their palette of aromas was not as extensive as today.

HOW NEAR TO THE ORIGINALS CAN YOUR FRAGRANCES BE?

We have kept the aromatic experience intact. What you smell is what our ancestors would have smelled and appreciated. But they do differ in two fundamental ways. The first is toxicology. The perfumes of the Scents of Time range are created from absolutely safe materials under the strict regulations of RIFM and IFRA – the regulatory organisations for the perfume industry. In ancient times people were ignorant of some of the adverse effects that some substances might have.

All the fragrances have been created by very experienced modern perfumers, some of whom now work for top fashion houses.

The second difference is with the carrier oil. Put simply in modern times we use alcohol rather than the olive or almond oil of ancient times.

THE STORY BEHIND NENÚFAR

“Take to thee Lotus flowers and plants and Lotus buds when they recur as every bloom and every herb of sweet odor at its season; cool water and incense, joints and offering requirement in full tale, that thy Ka may be satisfied with them for ever and ever.”

Tomb of Aahmose
Pharaonic Egypt

THE NAME OF THE FRAGRANCE

Nenufares are aquatic plants, one family of which is the Nymphaeaceae, and one member within it is the Blue water lily, *Nymphaea caerulea* which is the basis for the fragrance.

COLOUR

Light blue reflects the fact that the Blue Lotus is an aqueous water lily.

THE BLUE LOTUS FLOWER

Water lilies are considered sacred plants by many of the world's great

religions. The basis of this is that whilst the plants have their roots in the dirt and mud, their blooms rise to the surface, in the same way that a spiritual being can overcome adversity and rise to the heavens.

“In the beginning were the waters of chaos ... Darkness covered the waters until...the Primeval Water Lily rose from the abyss. Slowly the blue water lily opened its petals to reveal a young god (Nefertem) sitting in its golden heart.

A sweet perfume drifted across the waters and light streamed from the body of this Divine Child to banish universal darkness. This child was the Creator, the Sun God, the source of all life.

So the Primeval Water Lily closed its petals at the end of each day...Chaos reigned through the night until the god within the water lily returned....

... the Creator ... knew that he was alone. This solitude became unbearable and he longed for other beings to share the new world with him. The thoughts of the Creator became the gods and everything else which exists. When his thoughts had shaped them, his tongue gave them life by naming them. Thoughts and words were the power behind creation.”

The Waters of Chaos

HOW NENÚFAR WAS REDISCOVERED AND RE-CREATED

The Ancient Egyptians were famed for their ability to produce some of the world's finest fragrances. Some of the most precious natural raw materials were reserved for the Pharaohs, their court and their descendants, as they were seen as Gods' representatives on Earth. The Gods were believed to smell fragrant and the elite wished to emulate them.

One of the most revered and precious flowers was the Blue Lotus. Rare even today in Egypt, clues as to the use of this fragrant bloom, and its obvious effect on humans, were found in pictographs on Egyptian temples and sacred sites, where animals, Gods and artisans were depicted smelling Blue Lotus.

The perfume of the Blue Lotus was believed to be a "giver of life" and linked to eternal life. Thus it was that vessels made to hold its sacred essence in potions were decorated with the Crux Ansata, or Cross of Life as well as Lotus blossoms. These were the first clues which led us to explore the marvellous aroma of the Blue Lotus.

The Blue Lotus is one of the most common flowers depicted on temple and tomb walls. It is found adorning heads, hands and necks forming garlands, and headbands used in rituals. These images suggest that the flower had a hallucinogenic effect on its users.

But whilst the aroma of this bloom is in itself glorious, it was not this which literally "turned on its users." So where did the physiological effect come from?

Another clue came from Alfred Lord Tennyson's poem "The Lotos Eaters" which was based on one of Ulysses' adventures from his ten-year journey home after the siege of Troy. After landing on the island of Lotus eaters, believed to have been near Egypt, the effect of eating lotus blooms is described below:

*"How sweet it were, hearing the downward stream,
With half shut eyes ever to seem
Falling asleep in a half dream!
To dream and dream, like yonder amber light,
Which will not leave the myrrh –bush on the height;
To hear each other's whisper'd speech;
Eating the Lotos day by day...."*

Research in Mexico showed a similar use of the Nymphaeaceae for ritual and possibly recreational consumption, whilst other Egyptian drawings show some kind of concentrates being added to wine.

One particular scene shows the Pharaoh offering the Blue Lotus to his God, making the following observations about the flower's effect:

***“When you look at its brilliance
Your eyes become dazzled and alive.
When you breathe its scent
Your nostrils dilate with its potency.”***

This gives a strong indication that the Blue Lotus has a psychedelic effect.

Another set of clues to the use and effect of this flower came from some research filmed in a documentary called “Secrets of the Pharaohs – Unwrapping the Mummy” which was made with the help of Manchester University, UK.

When the 3000 year old Mummy of Asru, a high-born temple chantress was forensically examined, it was clear that she had ingested the Blue Lotus flower. Further scientific examination demonstrated that the flower contained bioflavenoids in quantity

which exceeded that of Ginkgo Biloba, used today primarily to help improve blood flow to the brain and other extremities – a natural Viagra! It is also very good for increasing oxygen levels to the brain and thus enhancing memory and thought.

Since Asru was in her fifties, suffering a number of ailments attributed to old age, and in a role which necessitated giving sexual favours, it would seem that the Blue Lotus, taken by Asru over the long term, would have enhanced the singer's sexual vigour and her general health.

So whilst the aroma was entrancing, it was actually the flower petals and calyx, steeped in a wine diffusion, which had life-enhancing properties and the chemistry of the flower became even more fascinating on further investigation.

There are three very interesting phyto-sterols in the Blue Lotus. These are chemicals which are biologically active, meaning that they can have an effect on living beings.

The chemicals were Myristicin, Quercetin and Kaempferol. These flavonoids are also found in tomatoes and tomato paste, and we should recall that the humble tomato was once referred to as “the love apple”

Myristicin is a known hallucinogen, also contained in nutmeg. The three phyto-sterols, or flavonoids, often help give a plant its colour or taste, but can also promote other effects.

These interesting substances were found in the Blue Lotus samples of Stapeley Water Gardens when I visited with the Givaudan perfumer Montserrat Moline. We smelled and recreated the aroma of the Blue Lotus in the summer of 2003 with the help of my head-spaced "aromaprint" of the flower. The chemistry proved to be the same as that of thousand-year old samples held at Kew Gardens.

And when the aroma chemistry of the Blue Lotus was put together again, it contained myristicin, in the scent of the humble spice Nutmeg.

Several millennia later and you can imagine how the likes of an eighteen year old Cleopatra enthralled the most powerful men at the time, not least Julius Caesar and Mark Anthony.

Never underestimate the intoxicating power of the Blue Lotus...

NENÚFAR

*Three days it lives, and then it dies
Blue Lotus of the Nile
Its roots delve deeply in the mud
Which bloom does not defile.*

*The stalk grows single- mindedly
Towards a solar power
For it is photosynthesis
Which makes complete our flower.*

*The blossom breaks the surface
And gathers blazing light
And true gold of Alchemy
Distils throughout the night.*

*To gather this elixir
The petals our Queen picks
This, mingled well with deep red wine
Creates a magic mix.*

*The flower contains myristicin
A potent trip- mind drug
It gives your soul enlightenment
It gives your heart a hug .*

*Cleopatra, Queen of Egypt
She used this potion well
For Caesar and Mark Anthony
Both came beneath her spell.*

David Pybus
Aromancer

NENÚFAR

THE SACRED SCENT OF CLEOPATRA



SCENTS OF TIME





THE FRAGRANCE FAMILIES



CITRUS

GREEN

WATER

FLORAL

SOFT FLORAL

FLORAL ORIENTAL

SOFT ORIENTAL

ORIENTAL

WOODY ORIENTAL

WOODS

MOSSY WOODS

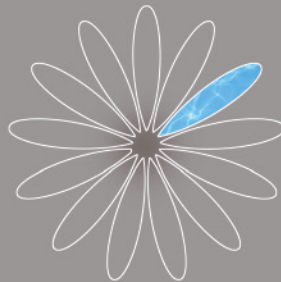
DRY WOODS

AROMATIC

NENÚFAR

WATER FAMILY

A transparent floral-green blue water lily bouquet, with the pungent aroma of nutmeg rounded by light powdery notes with angelica and almond.



Head Notes

Green watery accord, nutmeg, angelica

Heart Notes

Floral Muguet (Lily of the Valley) with a sweet watery floral accord

Soul Notes

Sandalwood, Musks, Orris, Heliotrope, Almond, Patchouli

THE FRAGRANCE FAMILIES AND THE SCENTS OF TIME RANGE



MAYA^F (September launch)

MYSTIC SCENT
OF THE AMERICAS

Family: **SOFT ORIENTAL**

In the same family:

Coco (Chanel), Opium (YSL),
Ambre Sultan (Serge Lutens/Shiseido),
Youth Dew (Estee Lauder).



ANKH^U (Launched 2008)

TUTANKHAMEN'S
AROMA OF INTRIGUE

Family: **WOODY ORIENTAL**

In the same family:

Dune (Dior), Samsara (Guerlain),
Euphoria (Calvin Klein), Prada.



NENÚFAR^F (Launched 2007)

THE SACRED SCENT
OF CLEOPATRA

Family: **WATER**

In the same family:

L'eau D'Issey d'ete (Issey Miyake),
Polo Sport Woman (Ralph Lauren),
Sunflowers (Elizabeth Arden),
Escape (Calvin Klein).



NIGHT STAR^{F*} (2009 Launch)

FRAGRANCE
OF THE FUTURE

Family: **FLORAL**

In the same family:

Anais Anais (Cacharel), Eternity
(Calvin Klein), Giorgio (Giorgio
Beverly Hills), XO Woman (Ted Baker),
Honeysuckle and Jasmine (Jo Malone).



PYXIS^F (Launched 2007)

THE LOST PERFUME
OF POMPEII

Family: **MOSSY WOODS**

In the same family:

Miss Dior Cherie (Dior),
Gucchi Rush (Gucchi),
For Her (Narciso Rodriguez),
Mitsouko (Guerlain).



NIGHT STAR^{M*} (2009 Launch)

FRAGRANCE
OF THE FUTURE

Family: **WOODS**

In the same family:

Fahrenheit (Dior), Zara Him (Zara),
Be Delicious Men (Donna Karan),
Santal Blanc (Serge Lutens),
Terre D'Hermes (Hermes).

M = Male Eau de Toilette available in 100ml and 50ml U = Unisex Eau de Toilette available in 100ml and 50ml

F = Female Eau de Parfum available in 100ml and 50ml * = Night Star launch due in 2009