

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](http://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.

Scents of Time Limited  
6125270

Registered address  
Ryman House, Savoy Road, Crewe, Cheshire CW1 6NA



SCENTS OF TIME

# PYXIS

THE LOST PERFUME OF POMPEII



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 PYXIS

## THE NAME OF THE FRAGRANCE

In the House of the Vetti at Pompeii there are a number of frescos depicting various industries with young cupids (also called erotes or cherubims) at work. One of the frescos clearly demonstrates the art of making perfume, depicting a pose of a woman testing the fragrance on completion. That was the perfume we wished to re-create, and in its honour we named it Pyxis, recalling the little Pixies (or Piskys) which made the original, and gave the inspiration to perfumer Sperato. The “Py” suffix also means fire (as in pyromancer, or pyrotechnics...) and is appropriate for a fragrance born again from a fiery volcanic burial.

## COLOUR

Terracotta red reflects the tiling of roman villas, and the lava flow of Vesuvius.

## HOW PYXIS WAS REDISCOVERED AND RE-CREATED

Everyone knows the story of Pompeii and Herculaneum. How these two Roman towns were destroyed and buried by pyroclastic flows and surges from an eruption of Vesuvius in 79A.D. It cannot be better described than through the observation of Pliny the younger below:

*“A cloud, from which mountain was uncertain at this distance, was ascending, the form of which I cannot give you a more exact description of than by likening it to that of a pine tree, for it shot up to a great height in the form of a very tall trunk, which spread itself out at the top into a sort of branches; occasioned, I imagine, either by a sudden gust of air that impelled it, the force of which decreased as it advanced upwards, or the cloud itself being pressed back again by its own weight, expanded in the manner I have mentioned; it appeared sometimes bright and sometimes dark and spotted, according as it was either more or less impregnated with earth and cinders. This phenomenon seemed to a man of such learning and research as my uncle extraordinary, and worth further looking into.”*  
*“He ordered a light vessel to be got ready, and gave me leave, if I liked, to accompany him. I said I would rather go on with my work; and it so happened he had himself given me something to write about.”*

It was in September 2003 that we first read an article describing the discovery of a preserved perfumer's house in Pompeii. We set off for the ruins where the Soprintenza Archeologica di Pompeii granted us permission to explore the house of unguentari Sperato (that was what they believed his name to have been) near the Norcera gate of Pompeii.

Sperato's public motto was "In Herbis Salus, in Lequem Vita!" which meant "Health in herbs, life in Propolis!" (a wax-like resinous substance collected by honey bees from tree buds or other botanical sources, and said to be a health giving food).

At this time Pompeii was both a loving and lustful city, there were over forty Lupanare – brothels – in the vicinity. The poetry of Gaius Valerius Catullus from a couple of centuries earlier, describes an appreciation of perfume, often linked to Aphrodite goddess of love.

***"You will dine well, dear Fabullus, at my place  
In a few days, if the Gods are kind to you,  
If you bring along with you a dinner large,***

***And splendid, and yes, a charming girl as well,  
And wine and wit and every kind of laughter.***

***If, as I say, you bring along these things, sweet friend,  
You will dine well. For your Catallus' wallet  
Is full of dust and cobwebs. But in return  
You will receive the purest essence of love  
Or something still more fragrant and more graceful,  
For I'll provide a perfume which was given  
To my girl by the Venuses and Cupids."***

And further...

***"But I shall return your favour with the sweetest of refinements.  
In fact, I shall give you a perfume conferred on my sweetheart by love  
and desire, and when you smell it, O my Fabullus, you will pray to the  
Gods to make you all nose!"***

Sperato spent his life formulating scented products to both invoke and provoke love. He took the earlier work of the Greek poetess Sappho as the leitmotif, or recurring theme, of his creations.

*“Now shakes my soul  
A wind on the mountains  
Overwhelming the oaks”*

That wind on the mountains was the force of love.

*“Once again Love drives me on,  
That loosener of limbs,  
Bittersweet creature  
against which nothing can be done.”*

The perfume of Sperato was clearly one of a number of formidable love potions.

Pyxis builds on the findings of Antica Erboristeria along with my own conjectures based on the burnt seeds and spores of herbs, plants and flowers found in Sperato's garden, as well as the remnants of materials found in his storerooms- all the aromatic gatherings of Empire. Givaudan perfumer Mike Evans composed, appropriately enough, a perfume called a Chypre.

Taken from the French name for Cyprus, a Chypre by definition is an accord of a number of aroma materials, consisting of citrus (normally bergamot) a floral combination, oakmoss and labdanum.

We had come full circle to the Island of the Goddess of Love Aphrodite in producing Pyxis for your delight. A true “shaker of limbs.”

It is only fitting that Pliny should have the last word in this story with a description of the fertile volcanic soil of Campania, the rich source from whence sprung Pyxis.

*“It is certainly the case that a soil which has a taste of perfumes will be the best soil....after a shower the earth sends out that divine breath of hers, of quite incomparable sweetness, which she has conceived from the sun. This is the odour which ought to be emitted when the earth is turned up, and the scent of the soil will be the best criterion of its quality”.*



# PYXIS

*Sperato, unguentarius,  
Perfumer of Pompeii,  
Was famed throughout the Roman world  
His scents praised to this day.*

*Cosmos for the temples  
To propiate the Gods  
That they'd be pleased by sweetened smoke,  
To fervent prayers their nods.*

*Panthera for the brothels,  
A fragrance built on lust,  
Its profound sensuality  
An animalic musth.*

*At the house of Julia Felix  
Patricians used his best  
For fragrant-filled erotica  
His perfumes passed their test.*

*A fresh incense for Vulcan  
To keep Vesuvius still  
In past years it sufficed to calm  
As to a baby, dill.*

*A slightly scented olive oil  
His mixture for the plebs  
For there was even money in  
A substance made from dregs.*

*Pyxis for the God of love  
As Eros sends his darts  
With this scent he excelled himself  
And used all arcane arts.*

*A compound made by Venus  
Love potion number nine  
Of all his grand creations  
Pyxis is truly fine.*

David Pybus  
Aromancer

# PYXIS

THE LOST PERFUME OF POMPEII



SCENTS OF TIME





# THE FRAGRANCE FAMILIES



CITRUS

GREEN

WATER

FLORAL

SOFT FLORAL

FLORAL ORIENTAL

SOFT ORIENTAL

ORIENTAL

WOODY ORIENTAL

WOODS

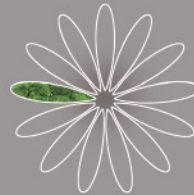
MOSSY WOODS

DRY WOODS

AROMATIC

## PYXIS MOSSY WOODS (CHYPRE)

A Mediterranean melange of citrus, fruity herbal head notes softened with a rose-jasmine accord embedded with powdery, sensual notes of incense varieties intermingling with a blend of woody notes. A combination of flowers and fruits from his garden, bathed in the warm soil of his native Campania, and the spoils of Empire. Sperato's love potion based on Venus' gift to Eros.



### *Head Notes*

Bergamot, Peach, Lavender,  
Peppermint, Rosemary, Basil

### *Heart Notes*

Rose, Jasmine

### *Soul Notes*

Sandalwood, Patchouli, Oakmoss,  
Amber, Benzoin

# THE FRAGRANCE FAMILIES AND THE SCENTS OF TIME RANGE



**MAYA<sup>F</sup>** (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<sup>U</sup>** (Launched 2008)

TUTANKHAMEN'S AROMA OF INTRIGUE

Family: **WOODY ORIENTAL**

**In the same family:**

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



**NENÚFAR<sup>F</sup>** (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<sup>F\*</sup>** (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<sup>F</sup>** (Launched 2007)

THE LOST PERFUME OF POMPEII

Family: **MOSSY WOODS**

**In the same family:**

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



**NIGHT STAR<sup>M\*</sup>** (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