

BEAUTY

6 ways to make your perfume last longer this winter

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There's a sound scientific reason why your perfume doesn't last as long in cold weather. Here's how to enjoy year-long wafts of your favourite scent



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Fragrance can be flirty with its intimate puffs of skin-like musk and freshly snipped flower stems. But it can also be like a flighty lover who quietly takes their leave before dawn.

Put simply, that's because perfume needs heat to work. The temperature of your skin and the air affect the rate at which aromatic molecules evaporate. "When the temperature is lower, the evaporation of a perfume is slower and less diffusive," explains Remy Parisi-Pettier, perfumer and fragrance director at Givaudan. "So even if a perfume stays longer on the skin in cold weather, it is harder to smell it. Cold weather also affects your skin's natural moisture levels and that impacts directly on a fragrance's lasting performance."