

‘Blue Mind’ Fragrances Are Scientifically Designed To Make You Happier

— *The next best thing to being by the sea.*

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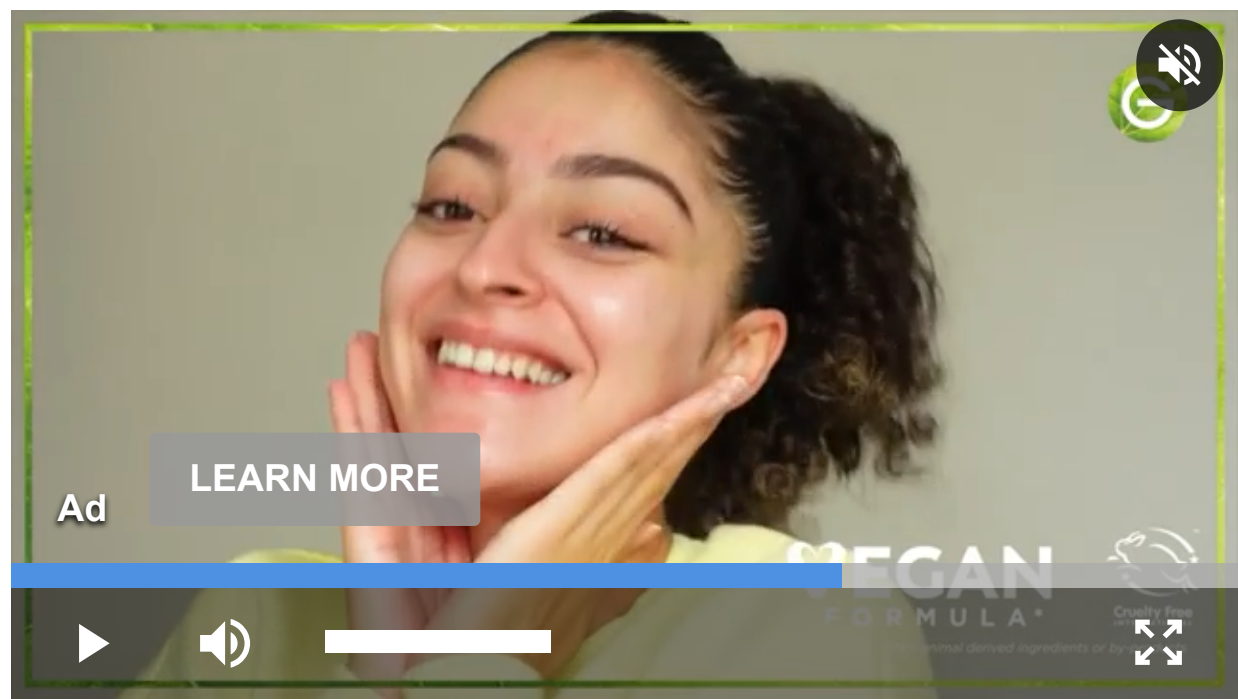
Aquatic scents have the uncanny knack of making water smell luxurious and limbs, slick as a wet seal from a glug of sunscreen, reek of glamour. With notes of bright citrus and the mineral tang of sea water, they bottle a top-down road trip along the Amalfi Coast and sell it back to us so that we can almost taste the thin crust of sea salt on our lips.

Nautical fragrances first made a splash in the 1980s, when a briny aroma chemical called calone was all the rage with perfumers. Afterwards came a procession of cleaner, minimalist interpretations - scents like CK One and Giorgio Armani Acqua di Gio - which reigned in the Nineties.

This summer, we’re experiencing another tide of aquatic scents, all scientifically designed to boost your mood by tapping into the wellbeing benefits of the ‘blue mind’. Here’s why you need to dive in...

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What is the ‘blue mind’ ?

The term ‘blue mind’ describes the mildly meditative state we fall into when near, in or under water. Water makes up 70% of our bodies. By proxy, this biological connection triggers an immediate response in our brains when we’re near H2O,

says marine biologist Dr Wallace J. Nichols, who coined the term.

'When we are in a red mind state, we’re constantly overstimulated by technology and in fight or flight mode,' he explains. 'Shifting to the blue mind helps us reconnect with ourselves and the environment in an intimate way. It lowers heart rate, stimulates circulation and oxygen flow to the brain.'

