

PRINTED NATURE

Incense & Cedrat Cologne Intense, £110 for 100ml, Jo Malone; White Luminous Gold, £58 for 50ml, Michael Kors

"How does that affect the ecosystem?" may not be the first question that crosses your mind when selecting a new scent, but there's no escaping the fact that fragrance production scours the earth of certain resources. And encouragingly, brands are taking note. Fears for the endangered *Boswellia sacra* tree in Oman led Jo Malone to apply 'Nature Print' technology for the first time to its notes of Omani incense. Instead of damaging the tree to obtain its fragrant sap, now only small pieces of resin from the bark are collected and placed inside a special glass container. The scent molecules are trapped in the air, then the smoky scent of incense is reimagined from a cocktail of citrus, woods and sweet resins. As it dances through the exoticism of the Middle East, Incense & Cedrat Cologne Intense develops into a warm and comforting cashmere blanket, worn close to the skin.

Similarly, perfumer Trudi Loren used Nature Print technology to imitate the bergamot, ylang ylang and pear ingredients in Michael Kors' latest offering – a happy, sun-dappled floral, like well-holidayed skin, and guaranteed to have you pencilling in your next ocean-facing trip. "Sometimes a flower or fruit yields very little or no oil," she explains. "The beauty of this technology is that you can replicate the smell of nature in its living, most vibrant state."

