



Fragrance Gap Analysis

Within the boxes shown below, record the names of all fragrances in your current product line. Example: Lemon Lavender - Citrus/Gourmand/Floral. Upon completion, review the category gaps in your product line. A well rounded collection ensures your products will appeal to a broad range of people.

	Balsamic	Citrus	Earthy	Floral	Fresh	Fruity	Herbaceous	Resinous	Spicy	Woody
Balsamic										
Citrus										
Earthy										
Floral										
Fresh										
Fruity										
Herbaceous										
Resinous										
Spicy										
Woody										



Category Descriptions

- ✓ **Balsamic:** sweet, soft, earthy and rich. These tend to be base notes. Examples are cedar, oakmoss and vetiver.
- ✓ **Citrus:** fresh, cool, tangy and sweet. These tend to be top notes. Examples are bergamot, grapefruit, lemon and orange.
- ✓ **Earthy:** rich, deep, smelling somewhat like soil. These tend to be base notes. Examples are patchouli and vetiver.
- ✓ **Floral:** flowery, sweet. Examples are geranium, neroli and lavender. Sweet florals include jasmine and rose, while an exotic example would be ylang ylang.
- ✓ **Fresh:** brisk, clean, vibrant. Examples are: coriander, citrus, and eucalyptus.
- ✓ **Fruity:** smell like the fruit from which they are extracted. Examples are: grapefruit, lemon, lime and orange.
- ✓ **Herbaceous:** green, grassy, herby. Examples are carrot seed, rosemary, and thyme.
- ✓ **Resinous:** earthy, smoky, heady, sweet. Examples are frankincense and myrrh.
- ✓ **Spicy:** exotic, fiery. Examples of warm spices are black pepper and cardamom, while ginger and nutmeg are sharper.
- ✓ **Woody:** smells of earth and roots. Examples are cedar and sandalwood.