

# Love What You Love Podcast

## Episode 10: Fragrances with Eimitsu Geez

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Hey, I'm Julie Rose. Welcome to *Love What You Love*. I'm an author, creator, and enthusiast, and I've always been fascinated by the things that people are super into, because they're always a unique expression of curiosity, and joy, and wonder. So every week I'll introduce you to another fascinating human who is into really interesting stuff.

Welcome back! Or, Welcome! This podcast exists to give you a bit of a rest; a bit of a respite, and to add a little light into the world. Thanks again to everyone who has commented or shared on social media. I want to shout out Ulrika, who, after Episode 8 with watercolor artist and instructor Emma Lefebvre, was inspired to pull out her own watercolors, then posted her results on Instagram. What a thrill it was to see that it's exactly the kind of thing I'm hoping for with this podcast. You get a little break in your day to listen to an interesting person and maybe get inspired to love something new too.

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Speaking of getting inspired, this week's guest was actually meant to be featured in my very first episode back in April, but a series of events meant that I'm sharing our chat from February now. Trust me - it's worth the wait. Eimitsu Geez is the host of the popular YouTube channel *Simply Put Scents* and is a passionate expert on fragrances. We talk about choosing a signature scent, how long you can keep a fragrance, scent and memory, his unusual fragrance origin story, and so much more. So let's find out why Eimitsu loves fragrances and why you might learn to love them too.

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**Julie:** All right, Eimitsu! Thank you so much for joining me today. You have one of the coolest YouTube channels around. Your channel is called *Simply Put Scents*, and it's all about fragrances and, obviously, scents, and doing reviews and whatnot. How on Earth did you come to have a YouTube channel with 18,000 subscribers and 159 videos? Like, what got you into collecting scents?

**Eimitsu:** Wow. Well, I've always loved smelling great. I've always wanted to smell my best, and I was one of those people who found out the... Actually, I found out in a really sad way that one of the fragrances that I really, really loved, changed. Fragrances are always reformulated or discontinued in the fragrance world, and the fragrance that I happened to love the most was reformulated. It was changed so drastically I wanted to go on YouTube to research, "What new scent should I get?" YouTube is like my college away from college, so I figured, "Let me learn something. Let me teach myself something." I'm very DIY, so let me learn how to choose something without wasting my money, because I also noticed that a lot of fragrances were tons weaker than they used to be, a lot of changes.

So, I went on YouTube and I researched some videos on fragrance, and I was shocked to find that there were many, many people talking about it, and they all steered me into some really great directions, which the first happened to be a fragrance by Thierry Mugler called A\*Men. And that fragrance literally put me down the rabbit hole, so to

speaking, and I have not been out ever since. It's been an amazing journey. That fragrance, kind of, started everything.

**Julie:** What about that particular fragrance do you like? What are the components? What does it smell like? And why do you like it?

**Emitsu:** It's a weirdo. I'm one of those guys that, like, I want to smell nice, but I also want to smell memorable, especially when I'm out and about. At the time when I was wearing it I was clubbing a lot. I wanted my fragrance to be the most bombastic scent in the room. I wanted everyone to smell me as soon as I stepped out of the cab. It was one of those situations. It was really embarrassing, but... It's embarrassing now, but back then I wanted my fragrance to be noticed, and that fragrance was very, very strong at the time. And it was also just really, really interesting and weird. It wasn't like your typical Acqua Di Giò; simple, nice fragrance that everyone would like. It was memorable, it was interesting, it was different, and it turned heads, pretty much.

What turned heads about it, I guess you could say, was this really weird juxtaposition between a tar note... And yeah, I said tar. Imagine, like, a roof tar, black tar, mixed with, like, patchouli, and chocolate, and coffee. It's a beautiful, beautiful experience, and it was one of the first fragrances that is considered a gourmand for men.

**Julie:** Gourmand meaning what?

**Emitsu:** A gourmand fragrance is the French word for gourmet, which basically refers to something you would want to eat or drink. Basically, these are scents that remind you of something tasty or edible, so that's kind of like what A\*Men represented; the first gourmand fragrance for men. By the way, that category has become *extremely* well-known by now and very popular. There's a lot of fragrances that, kind of, remind you of edibles, so it's pretty cool.

**Julie:** Why do you think that it? I know there's, like, aquatics... There's whole different categories. Why has gourmand become so popular?

**Emitsu:** I feel like gourmand are warm and inviting. Some people hate them, but I find that people who tend to appreciate perfume appreciate a good gourmand because they typically are a little bit more interesting, unique, and complex. They tend to take you on a journey when you wear them.

**Julie:** So, before that particular Mugler scent, were you, like an Axe Body Spray guy? Or were you actually, like, into colognes and all that before that?

**Emitsu:** Actually, yeah, with fragrances, I was still into scents but they were your typical CK Ones. Issey Miyake was, like, a really cool aquatic but interesting fragrance. But I have really, really messed up story about that fragrance, which kind of made me look for more fragrances. I think this was the scent that had me looking for something else.

I was wearing Issey Miyake one day, and this was a fragrance that I used to wear a lot. One day I ran out and I went and bought a new bottle, but the new bottle that I bought was reformulated and the fragrance had dramatically changed. One of the things that changed was that it was very, very weak, much weaker than it used to be. So, one day I was about to go out to this party, and I sprayed a bunch of it on because I wanted it to stick, right? So I said, "You know what? I'm just going to overdose and just spray it all crazy." *Tsh tsh tsh tsh!*

I went crazy with this trigger. I was insane. I left my house a walking cloud, and when I got to the party, I was at the bar, and I had met a really, really nice young lady, and I was like, "Hey how are you?" Blah blah blah... And so we started chatting, and she just, like, started looking at me, and her brows started to furrow, and she started looking at me like... And then she just stopped and she was like, "Excuse me, honey, I don't mean anything, but you smell like cat pee."

**Julie:** Oh no! [laughs]

**Emitsu:** And... Yeah. I said, "Whaaat??" In my mind I'm like... I just crumbled into this little ball of a person and I just wanted to be tossed out like garbage. It was so funny. So she walked away and I said to myself, "Okay, I cannot stay here," because I did not want to be that guy who she points to with her friends like, "He smelled like cat pee! Girls, stay away from him!" So, I just left the party, took my cloudy self home, and hoped that no one else had that to say to me. But yeah, I tossed that bottle out as soon as I got back to the house, haven't worn it since. That was, kind of like... That's what took me down the journey because that was the fragrance that was reformulated, and I wanted to be informed on what fragrances were and weren't going forward so I wouldn't be that guy overdoing it in the party. [laughs] That's what sent me down this rabbit hole. It was crazy.

**Julie:** Got it. Oh my goodness. So how many bottles of... Maybe you can help educate the audience. There's like, eau de toilette, and there's... What are the different categories?

**Emitsu:** Yeah, so you have eau de cologne, eau de toilette, and eau de parfum. Then you have what's considered extrait, which is basically different categories of oils within the fragrance; percentages of oil. Anything above about 15% you could say is an extrait, which basically is a very strong or pure parfum, or a very strong fragrance. But typically nowadays it's really hard to... Those terms don't really matter anymore because I notice that parfums now are as light as some eau de toilettes, and there's some eau de toilettes that are as powerful as eau de parfum. But pretty much now, I think parfum represents fragrances that are deeper. Eau de toilette represents fragrances that are a little bit more breathy, more airy. And eau de cologne basically represents fragrances that are very light, kind of like skin scents.

**Julie:** Are the categories priced accordingly?

**Emitsu:** You would think so. The fragrance world has created that illusion, so yes, you could say so.

**Julie:** Got it. So, how many bottles of any one of those things do you have in your house at any one time?

**Emitsu:** I own over 340 fragrances at this point. I know that sounds like stressful hoarding, but trust me, guys, I'm not being buried alive in boxes and fragrance bottles. It's not that serious. But at the end of the day, let's put it like this, I review fragrances, right? Would you trust a person who went out to review restaurants if they didn't go out to eat? Would you trust their opinion? I wouldn't. So, when it comes to fragrance, I eat a lot. [laughs]

**Julie:** Please tell me you use a spreadsheet to keep track of everything.

**Emitsu:** No, no. Basically... I try to separate my fragrances into seasons. This way I rotate them accordingly. Fragrances that I find to be more winter appropriate I typically keep those

as my options and put everything else away; out of sight out of mind. Then when the appropriate time comes and the spring comes around, I'll unleash those options for the spring and then I put away the winter things. This theory of fragrances, the expiration date, don't listen to that. If you keep your fragrances in a cool, dark place, a drawer, a closet that isn't warm, your fragrances will stay well for decades.

**Julie:** For decades? Really?

**Emitsu:** Yes, absolutely. I have a scent that's at least 40 years old. It's called Eau Sauvage, by Dior, and the only thing that's changed is a lot of the top note citruses have evaporated, but other than that the fragrance is pretty much intact. It's beautiful but it just doesn't have that sparkling citrus it used to have, but that's understandable.

**Julie:** Sure. What is the anatomy of a scent? You say top note... What is a scent comprised of? Sometimes people just go to the store and say, "Oh that smells nice," and they spray it on and they leave. But what are the components? It's very complex.

**Emitsu:** That's also a good way to get tricked out there, because sometimes you smell a fragrance in the beginning and it smells amazing, but that's kind of how the fragrance company tricks you, because that's the most amazing part of the fragrance. You're literally smelling a great way for, like, an hour, and they afterward you smell, like, not so great. I would say, a good consideration, to try fragrances out for a long haul before you consider purchasing because that way you avoid making mistakes.

The anatomy of a fragrance is your top notes, your mid notes, and then your base notes. Basically, that represents... Easy going citruses, for instance, usually are at the top of the fragrance. Those are sparkling, they pop, they are very, very beautiful, and they tickle the nose and bring you forward, get you into the scent. And then that's followed up usually by what they call heart notes or mid notes, and those are usually fragrance notes that are florals, or sometimes spices, or woods.

Then you have your base notes which can be more heavier woods, denser vanillas, patchoulis; things that are thicker, denser, that usually support the fragrance structure. That's usually how a fragrance pyramid is constructed. Usually you're supposed to smell things in that order; top, mid, then base, and usually the base notes, you're going to smell that like, four or five hours into the scent. That's usually how it's supposed to go.

**Julie:** Got it. So the top note kind of is that initial hit, and then as the time wears on, it kind of mellows out ultimately into the base notes.

**Emitsu:** Yes. You can look at it like a play. You have your opening act, your mid act, and then your finale. That's basically like a fragrance.

**Julie:** Got it. People's body chemistry and their skin chemistry is very variable. My skin eats fragrance. I put it on and it disappears.

**Emitsu:** Absolutely. Fragrance works on different people in a different way. What I find is that fragrance typically enjoys non-dry skin. So if your skin typically is dry, your fragrance is going to struggle existing on your skin the way it would on a person, let's say, who has more moisturized skin. So, I would say that for a person who has difficulty keeping their fragrance on and having it stick to skin, there's a couple of things you can do. You can use unscented moisturizer and then apply your fragrance on top of it. This way, the

fragrance evaporates a lot slower. You can usually eke out an hour to an hour extra longevity just doing that alone.

Another suggestion, I would say, is spraying your collar, spraying cloth, your scarf, the collar of your jacket, the collar of your blouse, the cuff of your shirt, things of that nature. That may also keep your fragrance on longer because fragrance tends to stick to cloth longer than skin. If you do that, that'll also eke a few more hours. Then, of course, the back of your hair. You can never go wrong there.

**Julie:** Oh! Interesting. So, scents, besides how much they stay on your skin, depending on a lot of factors, do the scents have different... Do they smell different on different people?

**Emitsu:** Yes! Well, yes and no. There's a lot of fragrance companies that typically have, what I would say, synthetic ingredients mostly in their fragrances. That's not typically a bad thing or a good thing. I don't look at synthetic ingredients or natural ingredients as the best of the worst. Typically, though, natural ingredients are more expensive. But if a fragrance has more synthetic ingredients, it will tend to smell the same on everyone. If a fragrance has more natural ingredients, it will tend to exist more like a chameleon on different people. If both of us, for instance, wore a natural fragrance, the fragrance with more natural ingredients tends to exist differently on different people.

**Julie:** That is fascinating. So your advice to people would be, if you're in Sephora or wherever, Macy's, and you smell a scent that you think you like, actually spray it on and live with it for a few hours and see if you still like it at the end.

**Emitsu:** Absolutely. That's extremely important, because usually the beginning of the scent is the most beautiful. If you just go buy that and you don't check out what's going on in the second act and the finale, you typically will be disappointed. It's basically like when you go to a movie, you know what the movie's about, but you can get disappointed if the ending is bad. It's basically that situation; you're taking a risk. But if you check out the previews, you might find that you make a much more wise decision.

**Julie:** Got it. Great analogy. So, this is kind of an off-the-wall question, but when you were a little kid, what was your favorite smell?

**Emitsu:** Wow. When I was a kid I liked the smell of gasoline.

**Julie:** [laughs] Me too.

**Emitsu:** I liked the smell of gasoline, I liked the scent of a match after it's been blown out. I don't know what that was, but that was also pretty cool to me. [laughs] Yeah, those were, like, weirdo smells that I was always like, "Wow!" But not gasoline in its... Gasoline the exhaust as you're leaving the gas station. That's always the best. [laughs]

**Julie:** [laughs] Do you find yourself being drawn toward scents that have, kind of, that gasoline or brimstone kind of smell?

**Emitsu:** Interestingly enough, I do! I have an appreciation for fragrances that are odd, that have... like tar, for instance. A lot of people, when they hear about that, they're like, "I don't know if I want to put that on *my* skin. I don't want to smell like tar. That's not a thing to do." But for me it is. I'm like, "Yeah!" I'm a lot more open minded when it comes to that. There's a fragrance called Fahrenheit that is, like, a real classic scent. The original fragrance of Fahrenheit had tons of that gasoline odor, and that was something

I loved. Again, it's been reformulated and it's not there anymore. But yeah, I'm a fan of interesting scents because, I think, I was with weirdo when I was a kid.

**Julie:** I love it. Were the people in your life... did they enjoy scents? Did they wear a lot of perfume and cologne, or is this just something you developed on your own?

**Emitsu:** I don't really... Well, actually I can't say that. My uncle was someone I can say had tons of bottles. It's interesting because when I want to feel nostalgic, I find myself purchasing bottles of fragrances that he used to wear in the '80s and '90s. So yeah, I would say he would probably be someone that I would see wearing different fragrances, and having tons of them, and wearing them for different reasons at different points, and moments, and scenarios. He would probably be an inspiration I didn't really even think about, but he probably subconsciously inspired a lot of my fragrance obsession.

**Julie:** And you know, scent is so evocative of so many memories.

**Emitsu:** Sure.

**Julie:** I cannot smell white linen anymore because it reminds me so powerfully of my mom. She passed away in 2006, and that was her scent. Even if I just get a whiff of it, I just get... The nostalgia is so thick and I can't deal. I'm like, "I'm moving on! I can't deal with this scent."

**Emitsu:** Aww. So true.

**Julie:** So, has this branched off into any other interests that you maybe didn't anticipate? Like, YouTube, maybe?

**Emitsu:** Yeah. I have so much more of an understanding about what people like and what the public wants. At some point I would love to be a creative director of a brand that creates perfume. That's a goal. I think doing it a proper way, it's not there anymore. It used to be, but I feel like they've gotten lazy. The companies that are creating fragrances are focused more on focus groups of people who don't really know fragrance. So, it's like if you're going to create a wine, you're going to create a wine with the type of, like, gravitas that people who drink wine would appreciate. You would want a person who loves wine to love your wine. Whereas the fragrance companies, they're creating fragrances for people who don't love fragrance. So what you have is fragrances that are extremely commercial with no identity, no personality, not saying anything whatsoever, that have people smelling like what you could buy for \$19 at Zara.

There's nothing wrong with those fragrances at Zara if you're into them, but if I'm Chanel, or Dior, or a brand of a certain echelon, I wouldn't want to be on that level, and yet a lot of times they are. So, it's kind of disappointing. I would like to change that if I could.

**Julie:** Yeah, totally. Now, do you also smell and review women's scents as well, or do you stick mostly to "men's" scents?

**Emitsu:** I do reviews on fragrances that are also unisex, and I have done a video or two focused on female viewers. But I have to be honest, I think men need a lot more help than women in the fragrance world. That has a lot to do with the fact that a lot of the times we are... We're not purchasing fragrances for ourselves much of the time. It's the women in our lives, the loved ones in our lives that are getting fragrances for us, so we tend to not really know our own taste.

So, we get things that are popular and we think, "Okay, let's get that new Versace because Versace's a name we know and sounds really cool." But what happens is, you don't really know what you should wear, you just wear what's popular. That's what a lot of guys resort to. So, my channel helps a lot of men figure out what their tastes are so they can make a wise choice when the purchase fragrances for themselves.

I do want to talk more about female fragrances, because I own tons of them for myself. I don't wear it all the time, but I just love to smell them, so I buy a female fragrance just to smell it, or to share it with my girlfriend. I love fragrance in general, I don't believe fragrances should be about sex. It should be about what you enjoy. If you like a scent that's feminine and you're a guy, do it. You might be shocked at the reaction.

**Julie:** In terms of... You know, good scents are not cheap. Although there probably are some decent scents that are in the lower price range. Not to put you on the spot, but could you recommend a couple of different scents in different price categories that you think are, like, good introductory scents for people who don't really know... like to your point, people that don't really know their taste or don't know what they're doing?

**Emitsu:** I would definitely consider checking out *Simply Put Scents* YouTube videos, that would definitely be a great first step. But of course, if you're looking for upper-tier fragrances, fragrances that are a little bit more high-end quality, you want to go for companies that are considered niche brands. What do I mean by that? These are companies that don't make anything but fragrance. Fragrance companies like Hermès, Dior, Chanel, they create fragrances, colognes, makeup. They do a range of various products that aren't fragrance focused, so they're considered designers.

If you're looking for something of a certain echelon, you want to focus towards independent brands or niche companies. They tend to have way better aesthetics, way better packaging. Their fragrances tend to be using way better ingredients, and they tend to have a lot better longevity.

**Julie:** So for those niche and higher end, what are we talking in terms of price, and how much do you get?

**Emitsu:** You could talk anywhere from... Let's say 100 milliliters, it could be anywhere from \$195 up to \$1,000. There are companies that are doing fragrances that are even more than that. There are perfumes that are \$2,500. That's pretty high, but you don't have to go that high to smell great, I'm just saying. There's a lot of great fragrances that you can purchase that are even under \$200, under \$150. You can look at brands that are... If you want to smell interesting, unique, and not break the bank, I would say that there's a company you can look at called Zoologist. This company is crazy because they basically are a zoo. He creates fragrances based on the environment, or what the animal is into, or things that the animal does that's very, very particular to that animal. It's amazing the things that he does. He has a fragrance called Panda, Nightingale, Moth, Camel, and they all represent that animal in their habitat. It's amazing and also very well priced.

**Julie:** So, what is the scent profile of a camel?

**Emitsu:** A camel basically smells bad. [laughs]

**Julie:** [laughs] Yeah, that's why I ask!

**Emitsu:** But you know what's crazy? This is the interesting thing about Zoologist. Zoologist makes things that smell animalic, but they smell great. It's like this really interesting thing with perfume that makes you reevaluate fragrance. Once you start getting to a certain level in your fragrance journey, you start to appreciate things that are unconventional a lot more. So, there are fragrances that I notice that are extremely complex and not easy to like, but there are things that smell bad, that if done in a certain way...

A certain perfumer who's a great artist in his own right can turn things that smell rancid into things that smell amazing, and interesting, and beautiful, and sexy, and just fragrances that you cannot help but want to keep smelling over and over. I would say, check that out though, because they're really great, they're experimental, they're conceptual, they're artistic, and they're awesome. And they're amazingly well priced, again, for what you're getting.

**Julie:** That's what's really coming through, that scent, it's not just, "Hey you're going to slap on some cologne and go out." It's artistry, and you're telling a story about yourself by what you're putting on as well.

**Emitsu:** Absolutely. People don't recognize this, but you can tell a lot about a person based on the scents that they choose. You will be shocked. Not a lot of people are making those types of judgements, but you'd be surprised - subconsciously, the mind makes those judgements anyway. Let's put it like this: Let's say you're a young woman going out and you saw a guy who was wearing some really cheap Paco Rabanne sweet fragrance, you're probably going to be like, "Douchebag!" and move on, you know? I would say, look at your fragrance like you look at your clothing.

The way you choose your fragrance should be the same way you choose your clothing. It should be the same way. You wouldn't wear your heaviest coat in the summer, and you wouldn't wear shorts in the winter. There's a time and a place for those things. That's the exact same way you should see your fragrances. Wear things that are heavier when it's colder. Wear things that are lighter when it's warmer. You'll smell a lot better to people around you. That's the general rule.

**Julie:** And what would you say is the profile of a winter versus a summer scent?

**Emitsu:** Winter scent tends to be scents that are heavier, darker, sweeter, fragrances that tend to be longer lasting, fragrances that tend to have a lot more of a darker profile; scents with leather, scents with patchouli, oud, which is a really dark, woody scent. Vanillas are also very cold weather appropriate, spices like cinnamon, cardamom.

Then in the warmer seasons you want to wear fragrances that are greener, or refreshing, or citrusy; fragrances that have tons of pineapple, or bergamot, those are fragrances that tend to do well when it's hot. You want to wear something that, when it's warm, just makes you feel more refreshed. It's fascinating how that works on the mind. You feel more cool when your fragrances are more refreshing when it's hot outside. And you smell a ton better to other people! If you're that guy or girl smelling like tons of vanilla on a 90° day, trust me, people are really hating you. They're looking at you and they're like, "Perfume Lady. Cologne Guy." and not in a good way, so don't be that.

**Julie:** Right. Don't be that guy. So, getting really high-quality scents is important, and it sounds also expensive. But I guess it sounds like, to your point, you could put them in

a closet and you could literally have these scents for a very long time, so it's an investment.

**Emitsu:** Absolutely. Just like you invest in your clothing and your wardrobe, you should invest in your fragrance. They go hand in hand. Just like your shoes and your outfit match a certain way, I think your scent should be an accessory that matches your style, and your outfit, and your feelings; your emotion, your way. So yeah, it's an investment, and an investment worth investing in [laughs] because your scent or smell will be something that people will remember forever. You'll smell something that will take you back to your childhood, just like you were mentioning earlier with your mom.

I have the same thing with vanilla. When I smell vanilla it always takes me back to baking cakes with my grandmother and licking the bowl afterwards. That is, like, this really strong memory, so every time I smell vanilla it just warms my heart. That's the same thing, and I love vanilla on other people. Especially when I smell vanilla on a woman, I'm like, "Whoa" Vanilla is a beautiful thing.

**Julie:** Yeah. I know you like that smell of gasoline, and tar; what are your top five scent profiles, or scent components, that you just could not live without?

**Emitsu:** That's difficult because I like a lot of different notes in fragrance. I mean, find that I love fig in perfume. I find that I love sandalwood. Frankincense or incense in general. Vanilla is a note that I love. And I would have to say probably cardamom would be in there. I find that cardamom is a very sexy note. It's very spicy but it's very attractive to smell in the air.

**Julie:** Do many designers, or niche creators... do they use cardamom? Is that a scent that people don't really realize is in there?

**Emitsu:** Oh yeah. There's tons of cardamom in tons of fragrances, even designer fragrances. Again, don't get me wrong, there are good fragrances made by designer companies but you just have to really do your homework before you make that choice because a lot of times they have you smelling like *everyone* and not in a good way. It's not bad to buy a fragrance... Oh by the way, Hermès, for instance. Hermès makes amazing fragrances. I still find Hermès to be... For a designer brand, I feel like they are extremely on point with what they do. The quality and the craftsmanship that they put into their fragrances is on a certain level that's above most brands.

**Julie:** So if someone was new to their journey, besides going to watch your videos - which I highly recommend - what's their first step?

**Emitsu:** I think there's a couple of things you can do. First of all, go out into a store, and before you purchase anything, just smell things. Just take the time, don't ask what other people think, don't care about other people and what they think, because I think that also gets very dicey. We always want to get the opinions of other people instead of trusting our own taste. It's great to get other people's opinion every now and then, but for a beginner... I want people who are new to perfume to find out what they love based on *their* taste, and what they like based on their exposure to smells all their entire lifetimes.

So, go to a fragrance company, or go to a department store that has tons of options and just explore and just smell. Don't put things on your skin just yet. Just smell them. Once you find that you have... Write down or take notes of the scents that you find that

you love, that you found, like, "Wow. Why do I love this?" and you don't even understand why. Make a mental note, write that fragrance down, and try to get a sample of that fragrance.

Later, when you're at home, put it on your skin and see what it's doing on your skin. See how long it lasts. Tell Siri to put a timer on for, like, every two to three hours, and just see how long it lasts and how it's progressing on your skin during that time. And just experience it, and live with it, let it do what it do on your skin, and hopefully it works. If it does, Yes, you found a fragrance worth your time. If it doesn't, move on to the next one that you like. I feel like that is a great way to discover your taste, to discover what you love. Be confident in your taste because if it doesn't smell great to someone it's going to smell lovely to someone else. Have that confidence in yourself and your taste to just wear what you love.

**Julie:** Do you find that since you have gotten so into scents, and knowing the components, and all that stuff, that you apply that to other things? Like coffee? Can you tell the different components in a coffee, or in a wine, or other things? Has it kind of heightened your ability to make those discernments?

**Emitsu:** The funniest thing. I find that if my coffee is not done a certain way, I can always tell. My sense of taste, I feel like, is much stronger now that my sense of smell is a certain way. At this point I can smell dozens of fragrances and I don't feel like I get tired. My nose doesn't want to fall off. I feel like there are other people out there, they smell more than five fragrances, they're done, everything starts to smell the same. Me, it's a little different. I've trained my nose to smell things with a certain discernment, and I can pick out notes and ingredients now that I couldn't at some point in the past. It increases every time... I feel like over time it's getting better and better.

I would say, yes, there are definitely progressions that you go through, and your tastes evolve, and you grow. It's like, people who like cheese. You start off with a simple cheese, and then you find yourself really attracted to the stinky stuff, like, "Whoa. Why is that?" But you love it, though. If you started off with that stinky cheese you probably would have never ate cheese after that. Sometimes you've just got to start off with the designers and acclimate yourself in the fragrance world, and then you find yourself graduating to different things.

**Julie:** Is there anything else about scents, or collecting scents that you think listeners should know about?

**Emitsu:** Don't buy cheap stuff if you can help it. I do find that there is a lot of cheap fragrances that you can find on certain websites at a discount to what you can retail. That's a little different. But try to avoid fragrances, you know, that are using ingredients that aren't top notch. For one, it might give you headaches, migraines, it might affect your skin, it might make other people around you uncomfortable. So, I tend to say, if you're going into this as a hobby especially, try to avoid what they call cheapies. Start off with quality and stick with the things you love, and I think you'll be okay.

**Julie:** Awesome. Thank you so much for taking the time to talk with me.

**Emitsu:** It was my pleasure. This was fun.

**Julie:** This is great.

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Listening to him totally makes you want to collect fragrances, doesn't it? Here's a cool secret: Eimitsu is in the midst of writing a book on fragrances. I'll be sure to let you know when that becomes available.

You can find Eimitsu on [YouTube](#), [Facebook](#), and [Instagram](#) as @SimplyPutScents. I'll make sure to include links in the show notes. Also, I'm now including links to my guests' favorite nonprofits in the show notes, and I'm also including a rotating list of my own favorite nonprofits, so definitely check those out.

Just a reminder, you can find the podcast on Instagram [@LoveWhatYouLovePod](#), on Twitter, [@WhatYouLovePod](#), and the website is [LoveWhatYouLovePod.com](#). Zeke Rodrigues Thomas at Mindjam Media provided amazing editing assistance. You can find Zeke at [MindjamMedia.com](#). Also, huge thanks to Emily White for the episode transcripts, which are available to Patrons at [Patreon.com/LoveWhatYouLovePod](#).

So be good to yourselves, be good to each other, and love the hell out of whatever it is that you love. You need it, and we definitely need it. Thanks for listening. Let's hang out again soon.

### **Links:**

Find Eimitsu:

YouTube: <https://www.youtube.com/c/SimplyPutScents>

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### **Rotating list of my favorite nonprofits:**

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[The Sierra Club Foundation](#)

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