

Studies on Verbal Expression of Fragrance in Cosmetic

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The relationship between olfactory and other four sensations was examined by expressing a perfume material and a lotion. The results of a verbal expression through synaesthesia and a color-matching test demonstrated that the words expressive of four sensations except for olfactory was affected by visual and haptic expressions and especially the relation between olfactory and haptic sensation was strong. The same effects of haptic sensation were obtained by the judgements on multiple expressions of fragrance. It was possible to evaluate a fragrance using a verbal expression through synaesthesia.