A relation between fragrance and brain function
A Workshop Report with Professor Koga from Kyorin University
How to be a winner side with fragrance

Being a Fragrance fashion trend maker, FITS CORPORATION held a workshop “How to be the winner with fragrance”. Through the workshop, we aimed to report how effective and profound fragrance can be in your life.

Yoshihiko Koga, Doctor and Professor of Medical Science, from Department of Medical School, Kyorin University

Born in 1946 in Tokyo. Graduated from Department of Medical School, Keio University, then entered Laboratory of Neuropsychiatry.

In 1976, moved into Laboratory of Neuropsychiatry in Kyorin University.

Became an associate professor in 1990, then a professor in 1995.

Professional of optical topography, which analyses amount of blood in brain.

Casted in famous TV programs such as Hanamaru Market (TBS) and THE MOST USEFUL SCHOOL IN THE WORLD (NTV).

Peach scent helps our better memory retention!

Based on Dr. KOGA’s research, the peach scent is effective in increasing the amount of blood in frontal cortex, which leads to stimulation of as creativity and power of memory.

Wearing a peach scented fragrance, you may be able to give a better impression and to make someone remember you.

Comment from Dr. KOGA: “A peach scent stimulates your brain especially in frontal cortex, which might be helpful in dating.”

⇒ Love Passport Floary Bliss will be best, containing a peach scent on both top and middle notes! ※

Lemon scent helps your performance better!

If your abilities were better on your performance, you will be more active and vigorous.

The lemon scent is recommendable for those who do sports and study!

A research shows that a lemon scent is effective in strengthening your concentration and informaton processing.

In all situations such as work and date, with a lemon scent, you will be better at seeing things through and may predict what you would like to know from others.

Comment from Dr. KOGA: “Citrus-related scent might stimulate your concentration. That is why it would lead to better performance.

⇒ RISING WAVE (Light Blue) will be best, containing a lemon scent in fragrance! ※

Soap scent helps your relaxation!

Based on the research conducted by FITS CORPORATION, CLEAN has lots of reputations such as “familiar scent” and “fresh and clean”. We can conclude that the scent of soap bubble is agelessly preferred.

This kind of scent invokes a memory in childhoods.

A scent you think you like helps your relaxation.

Comment from Dr. KOGA: “Using fragrances effectively leads to mental healthcare maintenance”

⇒ CLEAN WARM COTTON will be best, which inspires familiar scent of soap bubble leading to relaxation! ※

※These recommendable products above are chosen by a research conducted by Dr. KOGA. It means that the products are not directly connected to your accomplish or success of dating.
FITS CORPORATION K.K
Press Exhibition 2012 Spring & Summer  and Workshop
Introduction of Perfumes in details

Cheering with Cherry Blossom
With peach and apricot, the fragrance expresses fruity-greenness
and light-scented cherry blossom composes a whole
atmosphere.
This makes the fragrance lady-like elegance and lovely-cute.

Fruity Floral Green
TOP: Peach, Apricot, Green
MIDDLE: Cherry Blossom, Green, Peach, Apricot
LAST: Muguet, Rose, Musk

A fairy tale of Parisiennes
A harmony between twinkling floral note and soft fresh.
The bottle and its package was inspired by cute and modern NINA’s FANTASY. These tips were given by Japanese “kawaii” culture so that a whole atmosphere is like sweet and pop!

For men who wanna be Strong and Free
This floral note evokes both masculine and feminine, leading to gallant and watery atmosphere.
On the middle note, it contains French Rose and Floral sweet scent. This sweetness also make you feel some easiness.

Comfort like crispy wind
A fragrance that captures the comforting scent of just-out-of-the-dryer freshness. Blending the crispsness of freshly laundered linens into an understated fragrance that is soft and subtly sexy.

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