



The Sweet Smell of Online Perfume Purchases

By Tyler Staszak

As we fully-embrace the 21st century and the fantastic new technologies and discoveries that are arriving weekly, it might seem a moot point to explain to readers why online sales and samples of fragrances are a good idea. Aren't we simply "preaching to the choir" at this point?

Believe it or not, there are still many "traditionalists" out there who can't conceive of buying their perfumes online instead of enjoying the hassle of testing scents at a fragrance counter in a crowded department store or specialty boutique. This article will help to illuminate the many great reasons to purchase your favorite fragrances online at a trusted website such as www.fragrancesandmore.biz.

1. Selection

One great benefit to shopping for perfumes and home fragrance products online is the available selection. Not only will you find a near endless array of scents online from all over the globe, but you will also find unique, exclusive fragrance products that are difficult to find at a local retailer – scents that are produced in very limited quantities that physical shoppes just can't accommodate within their limited space.

2. Information

For the seasoned perfume shopper, knowing the ingredients of the perfume that create the aromatic notes is one of the key elements to selecting a fragrance. Shopping at your local department store will probably just result in an over zealous sales person telling you what they think you wish to hear in regards to the composition of the perfumes. An online vendor has the ability to supply an interested buyer with much information about a perfume in question – from the history and geography of a particular scent to its list of ingredients, depending on the details available on the website.

When shopping online, you can find detailed information about composition, read product reviews, and learn about similar fragrances you may be interested in trying out.

3. Price

Perhaps the single greatest benefit to shopping on the Internet for perfumes, candles, and other fragrance products is the lower price you will invariably encounter.

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Anyone can appreciate a good deal, and good deals are plentiful online. The reason for these good deals is largely one of commercial competition. If your local perfume boutique carries a hot new perfume and they are the only retailer within a hundred mile radius, chances are you'll be paying a high premium to wear that scent. On the Internet, it's a totally different story - there may be five different websites that begin carrying a new perfume at the same time, all accessible to the consumer regardless of where they reside. The end result is savings for the consumer, as all the websites keep their prices comparable so as to not be undersold by their competitors.

In addition to lower actual prices, you will almost never have to pay a sales tax when purchasing fragrances online. Depending on the state where you live, this can add up to a savings of from five to ten percent off your purchase. Coupled with numerous free shipping offers and frequent coupons and shopper perks, price alone is often incentive enough to shop begin shopping online.

4. Samples

At some point in their lives, everyone makes an impulse purchase, whether it be for perfume or some other good or service. There is no worse feeling than smelling a wonderful new perfume that your friend is wearing, rushing out to buy the scent, and a week later realizing that you don't really like the aroma after all.

Shopping online solves this dilemma. Many websites have sample programs where shoppers can sample individual or numerous perfumes at minimal costs. Many websites also give away free samples with every purchase. It's a great way to avoid a disappointing scenario down the road, while trying something new without making the full financial commitment.

5. Convenience

By now, the conveniences of shopping online are no secret. However, these small pleasures are worth repeating again. NO dealing with full parking lots; NO long lines at the scents counter or the cashier; NO rushing after work to get to the mall before it closes. YES to the surprise of finding a small package waiting for you in your mailbox; a nice cap to your day as you open the bottle and smell something exotic or exhilarating, glamorous or glad.

From the comfort of their own homes, today's consumers can find great selections, view detailed information and fragrance reviews, and find numerous discounts on any and every perfume and home fragrance item available. Welcome to the new century – enjoy its aroma of accessibility and convenience.

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