



Aromachology with Thai scent

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ABSTRACT

The scents of Num-Prung, Nam-Aob, and Thai flowers are genuine. Moreover, their fragrance is quite different from that of other perfumes. Some brands still produce Num-Prung and Nam-Aob, but they are very rare in the perfume market. The Num-Prung, a Thai floral fragrance, is almost unrecognizable. Therefore, it is an opportunity to present unique fragrances made from Thai flowers to new target groups. This will create interest in the fragrance of Thai flowers and make the products of Thai flower fragrances more international.

The author intends to design a Thai perfume. To reach a diverse group of people with the production of a Thai perfume, the design of perfumery kits was studied based on research on 15 individual case studies and real brand case studies. In doing so, the authors concluded that smells can have a very good effect on them. In addition, the smell can also express their personalities. The authors envisioned that ordinary people can customise their scents like perfumes, as known as "Sukhon," to express their identities and carry those fragrances with easy-to-wear jewelry, such as bracelets or necklaces.

Keywords: Scent/fragrance, Thai perfume, unique, identity, Thai flower

1. Introduction

When was the last time you smelled Num-Prung and Nam-Aob?

If you do not count Songkran (Festival days in Thailand), you may see this type of incense in Sangkhaphan stores (Buddhist alms stores), Buddha amulets, or Phra Phum shrines. For this reason, the image of boiling water appears to the public as a semi-sacred liquid used for religious or life/essential rituals. Without unique opportunities, we would hardly approach it and might feel that the hot and sour sauce is too far away.

In ancient times, incense was used in life by inserting it into various traditions such as shaving hair, bathing ceremonies of monks, pouring water on the hand of revered elders during the Songkran festival, etc. There were many kinds of incense, such as Num-Aob Num-Prung Pang Rum, bee paint, and chalk, but the most popular ones were Num-Aob and Nam Prung, which are used as skin care products to spread fragrance.

But, did you know that Num-Prung contains a rich aroma of Thai herbs and flowers? This is what people in ancient times used to sprinkle on the body to bring fragrance to the skin-until it became known as Thai perfume.



From the past to the present, therefore, there are many scents to choose from, including mixed floral perfumes, fruit fragrances, and fragrant bark scents. Due to the modern and more-efficient development in the process of extracting flower fragrances, including Thai and even foreign flowers, the scents of Num-Prung have expanded its variety to choose from nowadays.

Num-Prung is extracted from 100% natural ingredients and is a chemical-free fragrance. It can be used for all ages and all people regardless of allergy because it does not create allergic reactions when cooking. In the Num-Prung scent test, one trick we would like to point out is tapping or dripping the spice on our skin. Sniffing alone the flavors of the broth is not pronounced. However, the scent will immediately settle and seduce us once it meets our body.

Hence, the researchers came up with the idea of studying the process of making traditional Thai perfumes. There may be some minor changes to suit the times and current social conditions in the era of the creative economy, focusing on convenience, compactness, and ease of use. Nonetheless, the product will still maintain the uniqueness of this Thai fragrance. This kind of Thai aromatic spice has been subjected to a new packaging format to create acceptance and preservation and can allow stakeholders to use the results of the study as a guide for the development of Thai fragrances to create new works that lead to market competition increase consumer choice and provide more variety.

2. Objectives of the study

2. To study the satisfaction of consumers towards Thai perfumes (Num-Prung)
3. Study, develop and improve Thai fragrances to be easily accessible.

3. Materials and methods

3.1 Aromachology

Aromachology and Aromatherapy are terms that sound similar but have completely different meanings.

As we all know, Aromatherapy is a science of healing with aromas and natural substances. It is based on treatment through the 5 senses: smelling, touching, drinking or eating, seeing, and hearing. Most importantly, being in the right place and at the right time are crucial. If not, then the effects of the treatment or therapy will be reduced.

On the other hand, aromachology is different as its basis is primarily based on the study of science and psychology. The science of aromachology, which emerged in the 1980s, is based exclusively on scientific studies. It considers the psychological effects of natural and synthetic fragrances. It focuses on the properties of smell as the main factor, which differs from aromatherapy because it is studied in terms of healing properties rather than scents.



Aromachology is pronounced a-ro-ma-ko-lo-gi. It originated from the word Aroma which means Aromatherapy, the scientific healing treatment of aromatherapy or aromatherapy, and from the word Chology which comes from the word Physiological Psychology, the psychology or science that deals with the study of the brain and human behavior.

Even though some people have only heard the term Aromachology, it has always been present in our daily lives.

For example, one study on aromatherapy states that the scent of lavender has a soothing effect on the body and mind, that most people remember. If we make a lavender scent using no or few natural substances, people are reminded of the lavender scent, then they will feel relaxed.

Another example is the case of dishwashing liquid products, which mostly use citrus as the main scent. This is a result of studies that have shown that the scent of citrus gives the impression that the dishes are cleaner than with other scented dishwashing products.

Aromachology is also studied in the perfume industry. When we smell a floral or chypre fragrance, most of us think it is a fragrance for women. When we smell a Fougere-type fragrance, we think of men's perfume. This depends on each person's memory and the culture of perfume used in each country. However, many perfume brands rely on the education and analysis of their target audience to set fragrance guidelines and influence the feelings of this target audience through advertising. It is not surprising that our thoughts may differ amongst people from each culture and country. Concerning our feelings on scents, we are not as experienced as such perfume brand's audience when it comes to how we feel about fragrances as we studied from the beginning

Nonetheless, studying aromachology to support marketing can be an exciting option for customer sentiments and impressions of brands. Not only in the perfume industry, but also in other circles of the business world, such science can be used to promote our brand image so that make customers will always think of us.

3.2 Num-Prung (Thai perfumes)



Figure 1 Num-Prung (Thai perfumes)

Num-Prung is a perfume that represents the wisdom of the people of Suvarnabhumi in ancient times.



Num-Prung has a long history. Thai women in the palace have made their perfume called "Nam Pong" (น้ำพอง) for their use by bringing fragrant plants for extraction. Although myrrh or aromatic plants were limited to a few species at that time, there were very few manufacturers, so it was not popular only a narrow circle. Besides,

there were imported perfumes from foreign countries, which gradually made the Thai traditional flavored water used as perfume fade away.

Num-Prung is obtained from fragrant flowers and various spices by extracting aromas and colors. Such herbs include Niam leaves, roses, jasmine, fragrant pandan leaves, cham year flowers, hidden adultery, etc. The plants are extracted, mixed with Thai herbs and aromatic spices, then are left for 12-15 months to get natural flavors, long-lasting fragrant, and nonallergenic substances when being compared to foreign perfumes. The most important thing is preparing water to ensure it does not contain chemical additives and users can also preserve the value of herbs.

Perfume is also a matter of culture and belief.

The Chinese and many other Asians believe that perfume fragrance has a yang or positive energy. Unlike the stench which has yin or negative energy, the musty smell of rot is the smell of death or yin. Meanwhile, the pleasant smell is good health and counted as yang energy.

Both China and Italy share the same belief that scents can ward off diseases.

In Japan, the beliefs and culture are tied to characteristics of natural simplicity and respect for their origin. Therefore, those who use strong fragrances are considered as violating natural simplicity. It is bad manners; arrogant and overbearing.

Among Thai people, it is commonly taught that you must wash your clothes, shower, and clean your body well when you meet your elders. The use of baking and cooking water is a matter of dignity and social etiquette.

For the Arabs, it is clearly stated that Prophet Muhammad used perfume regularly. The use of perfume by religious people is considered merit according to the Prophet. Perfume is completely permissible for use but in certain places, it is restricted. As people refrain from using alcohol-based perfumes, it is reflected that the fragrance is tied to tradition as well as beliefs and culture are seamlessly maintained.

3.3 Flower

There are 5 types of flowers used in the initial case study

3.3.1 Jasmine



Figure 2 Jasmine



Jasmine is native to the tropical and subtropical regions of Asia and the Arabian Peninsula, e.g., India, Thailand, Malaysia, Myanmar, Kuwait, Oman, and Saudi Arabia.

Jasmine is a perennial plant and is a small shrub to medium size. Some of its species have vine-like stems. Its trunk is approximately 1-3 meters high, while the bark surface is white with slight cracks with small, spherical stems on the branches around the trunk. Jasmine leaves are single and arranged in pairs on the stem and branches. The leaf base is slender with a pointed tip, and smooth margins. The leaves' color is dark green, about 2-3 cm wide, about 3-5 cm long. For a bouquet of Jasmines, the tip or spur of small white flowers is 6-8 petals arranged in a circle or layers, depending on the species. The size of the flowers in full bloom is about 2-3 cm. The fruits are round, oval, and small. When they are ripe, each has a black seed inside. In addition, the texture of the stems and flowers varies depending on the species.

3.3.2 Rose



Figure 3 Rose

Rose is a popular flower planted since ancient times. It is said that roses originated 70 million years ago and the fossils have been discovered in the United States. In the past, the rose was wild and different from today. But because humans have brought wild roses to plant and breed, roses have evolved into many different varieties.

Historically, wild roses were planted in the imperial palace during the Han Dynasty or 5,000 years ago. In Egypt, roses were planted by the local people as flowers to sell to the Romans who plentifully loved roses. Not only did they order from Egypt, but also they invested in building a large square to plant roses there because roses were important to daily life for them. Moreover, they considered roses as a symbol of love, as a gift, and as a flower for making garlands to welcome guests. Additionally, they used flowers for various festivals and as an ingredient in confectionery, wine, and medicine.



3.3.3 Orange Jasmine



Figure 4 Orange Jasmine

Kaew (Orange Jasmine) originated in Southeast Asia and Australia. It is found in Thailand, China, Korea, Japan, India, and Indochina. In Indonesia, Kaew trees are common plants because, in the past, the Javanese believed that glass trees were sacred trees that could ward off bad luck. Therefore, people used them to drive away witches, demons, and evil spirits. In addition, the glass trees are also a symbol of wisdom coming from the Javanese legend related to the Sultan of Yogyakarta. People usually meditate at Ton Kaew before attending gatherings and meetings to discuss the country's affairs and issues. Glass flowers are also used at weddings and funerals. At a wedding ceremony, the sweet fragrance of glass flowers conveys the wish that the life of the bride and groom may be as happy and fulfilling as the scent of a glass flower. At the same time, the glass leaf is also used to sprinkle the ground before burying a corpse and to deodorize the body.

3.3.4 Wild water plum



Figure 4 Wild water plum

Mok (Wild water plum) is a medium-sized perennial plant. Its trunk is between 5-12 meters high and its bark is dark brown. The stem is round, smooth, and dotted with small white dots. The branches around the trunk are ordered. The leaves are green, oval, thin, and arranged in pairs according to the petiole. The leaf size is about 2 cm



wide, about 3-5 cm long, and has a short flower bouquet at the end of the branch. The tip is rounded and pointed. The base is pointed while the edge is smooth. One bunch has 4-8 flowers directed downwards, with 5 petals and a white fragrance. The fully bloomed flowers are about 2 cm in size. The cylindrical pods, about 10-15 cm, come out in pairs with many litters inside.

Ancient Thai people believed that a Mok tree planted at any house would bring good luck, happiness, and purity since Mok means a person freed from all suffering. Its flowers are white and clean with a smell fresh throughout the day. As people call it Canna, Mok trees are believed they can protect from dangers, externally and internally. Similarly, its bark is believed that it can be used to prevent the effects of various poisonous animals for the welfare of the house and its inhabitants. As tree planting is traditionally believed it shall be done on Saturdays, Mok should be planted in the northwest on Saturdays as well.

3.3.5 Cork tree flower



Figure 6 Cork tree flower

Peb (Cork tree flower), classified as a small to medium-sized perennial, is deciduous. It erects its trunks up to 25 meters high, thick dark gray bark, broken into deep, disorganized trenches. There is a dense canopy of air channels. The leaves are pinnate compound leaves, and on the opposite, with 4-6 pairs of stipules, oval with a pointed tip sized 2-3 cm wide and 3-7 cm long with a wavy or slightly wavy edge. The leaves have a smooth and thin surface, with veins in the middle and visible hair glands. The flowers, arranged in clusters, are white with delicately fragrant, and the petals are very small. At the ends of the branches, there are many small flowers. The bases are 2-5 mm long while the ends are split into 5 round petals. The edge is curled, the petals are 4.5-7 cm long, and the petals are joined into a long tubular trumpet. The tube is about 2 mm wide and 6-8 cm long. The end of the tube is open, divided into 5 unequal petals. The flowers are pod-shaped, flat, long, parallel-edged, pointed, and acuminate. They are about 1.5-2.3 cm wide and 25-30 cm long. The pods are green enough to dry, harden and break out bearing white flat seeds. There are many water droplets. The seeds have thin white wings allowing them to be blown away by the wind.



4. Results

4.1 Problems & Objectives

If Songkran is not counted, this type of incense can be seen in Sangkaphan stores, Buddha amulets, or Phra Phum shrines. For this reason, the image of boiled water may appear to the public as a semi-sacred liquid used for religious or other essential rituals. Unless a unique opportunity presents itself, we rarely come close and may feel that Nam-Aob or Num-Prung is too far away.

But did you know that the rich aroma of Thai herbs and flowers in the different varieties of Nam-Aob Num-Prung was what ancient people used to spray on the body to bring the fragrance close to the skin - until it is known as Thai perfume?

If we trace the path of perfume since ancient times, the production of perfume originated in Egypt. It spread to Thailand through the French who came to the Thai people and then adopted the foreign perfume and developed it to Num-Prung to suit the tropical climate of Thailand.

Even though Thai perfumes are generally useful, the new generation perceives those existing perfumes have limited categories and usability. For this reason, the researchers set the goal to make Thai perfumes easily accessible to younger people, yet still remain unique.

4.2 Research & Observation

4.3.1 Research

A total of 15 volunteers were recruited to explore the understanding of perfume users. The participants were divided into 3 groups: (1) the group that uses perfume daily, (2) the group that uses certain fragrances on certain occasions, and (3) the group that does not want to use perfume at all.

4.3.1.1 Never used perfume

This group dealt with the topic “Don’t like the smell of it (various fragrances). Having a smell that accompanies me all the time is annoying.”

4.3.1.2 Use it sometimes

This group was looked into “Don't mind the smell, but I feel that having to wear it every day is difficult. If I use it on important occasions, it's not bad.”

4.3.1.3 Use often

This group inquired about “Perfume is unique. It is something that can indicate my identity, like jewelry.”



4.3.2 Observation



Figure 8 Famous Thai perfume shops in Thailand

The researchers visited all 3 perfume Thai brands and discussed studying the unique characteristics of the brands, including what makes the brands stand out, and see which direction the application in Thai perfumes should project. The 3 brands provided findings as follows:

Mith: It aims to make perfume in accordance with customers' needs, and to focus on making perfumes that are easily accessible to the general public.

Butterfly: To some extent, it is quite Thai. The fragrance is similar to a semi-essential oil. It can only be sprayed on the skin, but not on clothes.

Pralyn: It represents perfume that uses natural ingredients; contains no alcohol. It helps reduce nose and eye irritation. The brand also produces skin care products using perfume oil as an ingredient.

4.3 Experiment

Firstly, we conducted an experiment on the production of Num-Prung to understand the process of making and designing to find out how the mix can be used.



Figure 9 Experiment

The smell was well diffused if there was a lot of alcohol, however, its durability decreased. If there was less alcohol, the smell was lowly distributed but the durability increased.

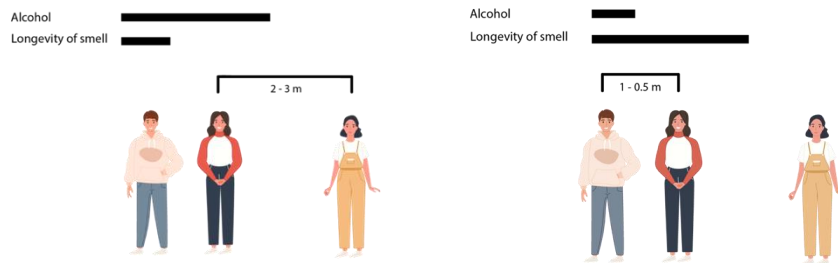


Figure 10 Odor diffusion test results



Information obtained from additional research

	Jasmine	Rose	Cork tree flower	Orange Jasmine	Wild water Plum	Mixed flower	Mixed flower + gharuwood
Durability	stay very long	stay very long	stay long but In the end, there will be another smell instead of flowers.	Stay but another smell not flower, very short flower scent	stay very long	stay very long	stay very long
Smell	familiar, The smell too strong	Sweet, feel like deodorant spray	Soft, good smell	very mild smell, borneol smell more than flower, not smelling orange jasmine	The smell is too strong, like a perfume bag, strong more than all smell	wild water plum too strong, Soft	The smell too strong, Feel like horror movie
Overall preference	give feel familiar with the smell	give feel familiar with the smell	Gives a comfortable scent The smell is not too strong.	borneol smell more than flower	The smell is too strong, Smells like a perfume bag	smell good, But wild water plum too strong	Most people like the smell after a while they've been sprayed on their skin.

Figure 11 Table from research

4.4 Design and Development

4.4.1 Interesting Points

- Easily accessible
- Identifiable
- Using natural ingredients
- Be more than a perfume.
- Presented in different forms

4.4.2 Data mapping

The data was mapped and summarized for understanding below:

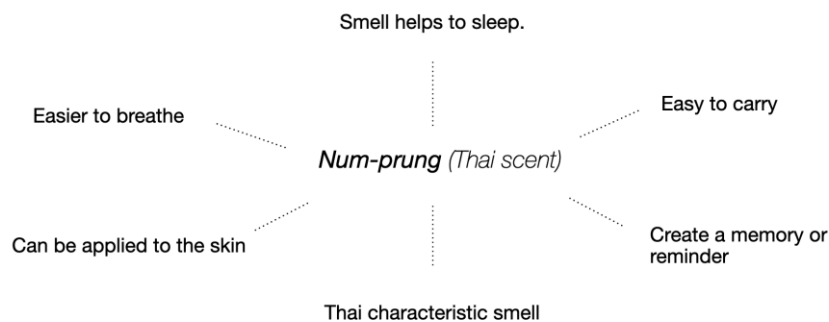


Figure 12 Data mapping



4.4.3 Conceptualized Ideas

As mentioned by the first and second groups, the perfume they could accept (meaning they can spray or smell all day) was their favorite perfume, which was to some extent in line with the groups' themes: they wanted to make or mix perfumes that they liked on their own.

Consequently, we examined if we could use in-depth questions to find out their preferences. We expected that, through this means, we could make perfumes meet their needs.

The interviewing process also excited both groups. In the beginning, the participants were studied if they liked and were satisfied with the scents in any form. They were asked simple questions such as "What scent do you like?", "Sweet scent?", and "Fresh scent?." Followingly, we sent samples to the participants during the experiment and then inquired if they had a good feeling about the scents they received.

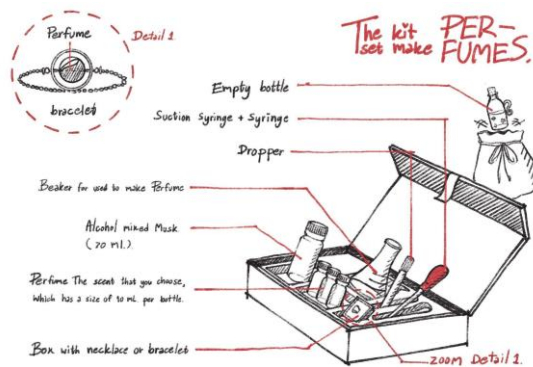


Figure 13 A sketch of a perfume-making kit

The researchers sketched the equipment used in perfume making and assumed it was relevant to the origin of the word Num-Prung.

From the word "Prung" (to make), we assumed that people could make perfumes by themselves. We anticipated that people shall have more involvement in perfumes and enjoyment in fragrance. The participants were invited to complete a pre-test to see how they like the scent or which scent they would like to have. Later on, we sent them perfume-making kits so they could create their own perfumes.



Figure 14 Kit make perfume

After the exercise, interestingly they reflected that they had fun customizing their own scents and representing their uniqueness through the perfumes.

5. Conclusion

In response to the design of Num-Prung, traditional Thai fragrances, suggestions on the problems during the experiment were recommended as follows:

Regarding the first part, the topics covered were the calculation of workload from the project subject, the results of testing the effectiveness of perfumes, and the various inhalations. If the calculation is bad or delayed, it can make the trial work quite difficult. After receiving the subject, it turned out that the Thai perfume that the authors made as an example has both emotional and mental effects. Feelings from a total of 15 volunteering samples were obtained. The 5 scents and the volunteers were tested. After the participants mixed the fragrance themselves, the result shows that everyone is satisfied with the fragrance they created. Further development is recommended if opportunities allow. This can be an expansion of branding, including using perfumes with a wider variety of fragrances and introducing the perfumes in other forms, apart from necklaces and bracelets it can be a comb or a hair clip.

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