

Headline: Stella Launched Its Latest Fragrance: The Balinese Jasmine Sensation

Description: Stella Air Freshener, a brand from Godrej Consumer Products Indonesia, launched its latest variant: Stella Balinese Jasmine Sensation

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Air fresheners play an increasingly important role in transforming a house into a comfortable and enjoyable environment. They now offer a wider variety of aroma types, allowing them to serve a dual function—eliminating odors while enhancing the ambience according to the homeowner’s preferences.

Air fresheners can add a special touch to the atmosphere, making the home more relaxing, from calming floral scents to fresh fruity ones. Furthermore, they can create a personal oasis in an increasingly busy world—helping individuals carve out moments of self-care in their daily routines without guilt.

Moreover, air fresheners can evoke some of the finest moments in our lives. Scents often transport us back to cherished memories—family gatherings, vacations, or other extraordinary experiences.

With the right fragrance, air fresheners can even uplift one’s mood. They have the power to trigger positive memories and create deep emotional experiences at home. This makes an air freshener not just a product, but a possession imbued with meaning and sentiment.

This deep connection between scent and memory is what inspired Stella Air Freshener—a brand under Godrej Consumer Products in Indonesia—to launch a brand new variant: Stella Balinese Jasmine Sensation.

This air freshener, featuring calming white perfumed flowers, is designed to relive the exceptional moments associated with vacations in Bali. Created by blending the fresh, calming aromas of jasmine with fruity greens, ylang ylang, rose, and balsamic notes—infused with essential oils—Stella Balinese Jasmine Sensation brings a sense of comfort to every corner of the room, evoking sweet moments of healing on the Island of the Gods.

Nora Gasparini, founder of L'Atelier Parfums et Créations, shared her admiration for the scent of Stella Balinese Jasmine Sensation. As a seasoned perfume expert with decades of experience, Nora remarked that the fragrance was no ordinary blend of molecules—but a complex narrative evoking deep memories of holidays in Bali.

“I was very surprised by the scent. When I smelled it, I could feel the whole story it wanted to tell through its fragrance,” Nora told kumparan.

According to Nora, the scent contains many layers. It begins with a mesmerizing fruity-green aroma, similar to the crispness of apple, providing a refreshing and enlivening feel.

“Then there are nuances of jasmine within this green layer. The soft notes are very typical of Indonesian jasmine—a little fruity, a little green, and softly floral,” Nora explained.

The combination, she said, is calming and serene—making one feel as if in a haven. There is also a balsamic note, represented by the resinous quality of benzoin, which adds an intimate touch. The scent unfolds like a beautiful story.

“For me, this scent reflects the serenity and healing qualities of Bali. It embodies the Balinese spirit—a beautiful interpretation of the island’s peace. I can imagine this fragrance instantly transporting anyone who has been to Bali back to their memories,” Nora added.

This is the unique magic of scent. Studies have shown that fragrance is directly connected to the amygdala and hypothalamus—the brain’s memory centers—where emotional recollections are stored. The combination of memory and emotion forms what is known as episodic memory—those vivid, irreplaceable moments in time.

This scent embodies healing and comfort—two cornerstones that define Bali.