

**A Sensory Journey:
Unveiling the Unique
Characteristics of
Oud**

SHAMA PERFUMES



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SINCE 1977

1. Rich and Woody:

Oud carries a distinctive and rich woody scent, often described as warm, resinous, and complex. The aroma can vary from sweet and balsamic to smoky and leathery, depending on factors such as the tree species, the region of origin, and the extraction process.



2. Complex and Evolving:

Oud is known for its complexity, with layers of fragrance that evolve over time. The initial notes may be intense and bold, but as the perfume settles on the skin, the scent can mellow into a lingering and captivating fragrance.



3. Cultural Significance:

Oud holds cultural and religious significance in various regions. In the Middle East, it is often associated with traditional attars and is used in incense during religious ceremonies. Oud's rich history contributes to its mystique and allure.



4. Versatility:

Oud can be a versatile ingredient in perfumery, complementing a wide range of other notes. It is frequently blended with spices, florals, and oriental accords to create unique and captivating fragrances.



Contact Us

Dubai, UAE: +971 58545 1666

Mumbai, India: +91 98927 43551

Muscat, Oman: +968 9821 2226

Head-office: 901/902, Emirates NBD Gold Building, Al Sabkha, Deira,
Dubai, United Arab Emirates,

Email: info@shamaperfumes.ae

Website: <https://www.shama-perfumes.com/>