

The Psychology of Scent and Its Effect on Skin Wellness

RITUALS • May 2025 • By Kiara H., Founder

Scent isn't just about smelling good—it's deeply tied to our emotions, stress levels, and even how our skin behaves. **The science:** The olfactory system connects directly to the limbic system (the brain's emotional center). A pleasant scent can lower cortisol (stress hormone), which in turn reduces inflammation and breakouts. Chronic stress worsens conditions like eczema and hyperpigmentation, especially in melanated skin. **At Herban Alchemy:** We intentionally craft our 12 signature scents to evoke specific feelings. Citrus Zest for energy and clarity. Amber Spice for calm and grounding. Rose Petal for self-love and softness. When you layer our oils and glazes, you're not only nourishing your skin—you're creating a sensory ritual that signals safety and care to your nervous system. This mind-skin connection is why our customers report not just better skin, but better mood and confidence. **Kiara H.'s philosophy:** "Your skincare should feel like a hug. The right scent can shift your entire day. That's the alchemy." Choose scents that resonate with how you want to feel. Your skin will respond in kind.

Herban Alchemy — Natural Skincare for Melanated Skin. A Bougetto Beauty Brand.

Crafted with fair trade ingredients. A portion of every sale supports urban youth entrepreneurship.