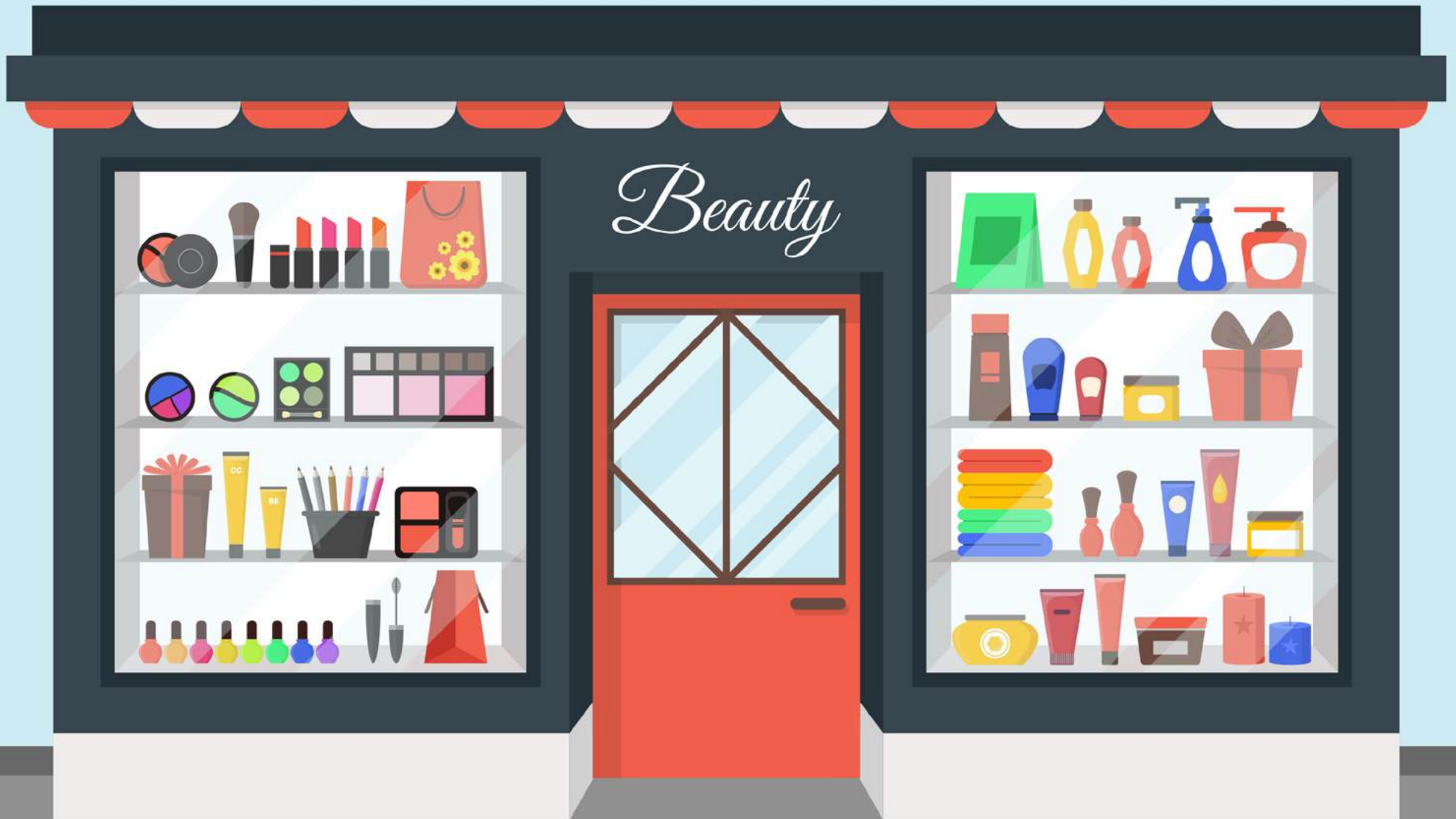
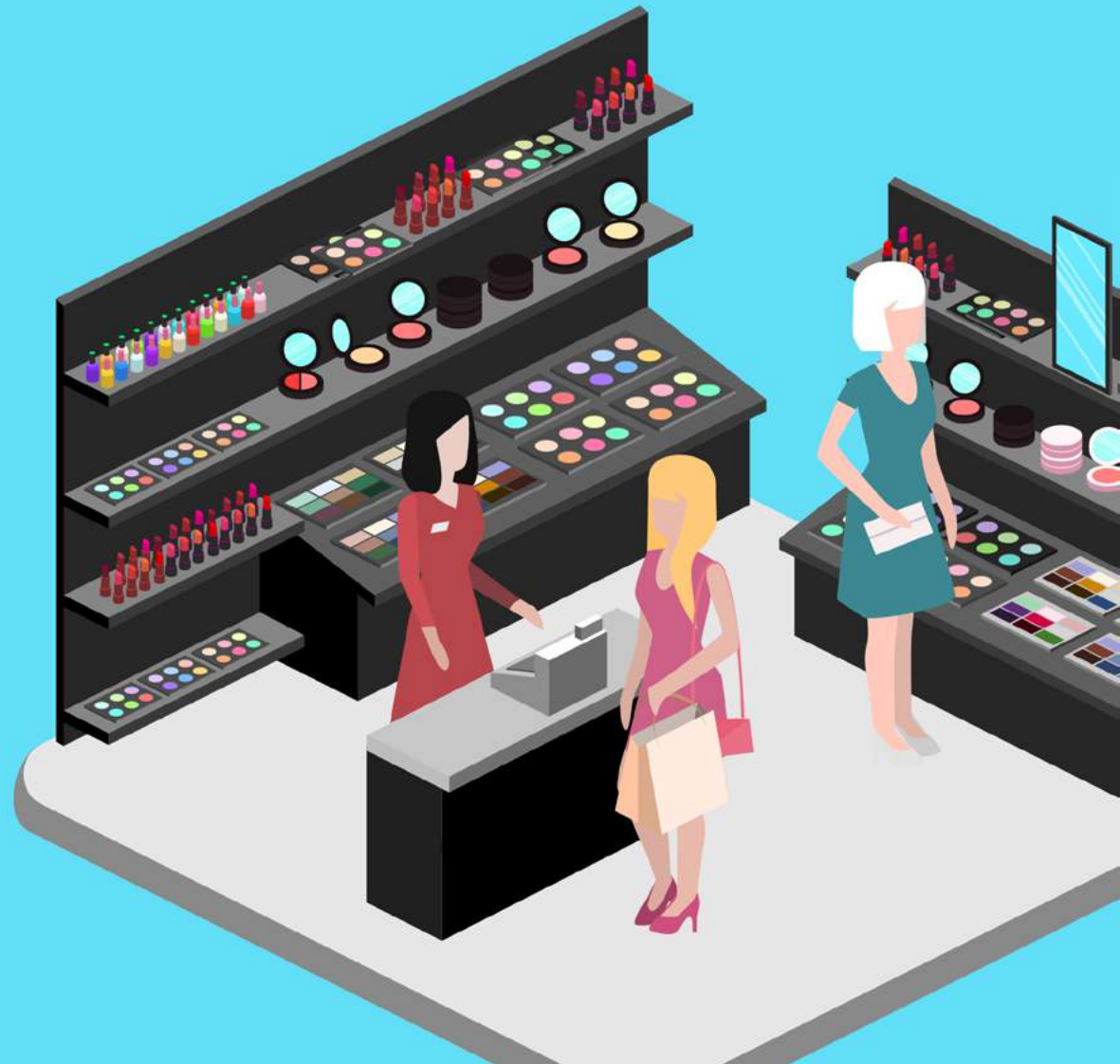


# EASY WAYS TO SPOT FAKE PERFUMES



With time, the counterfeit business has only grown in size and has taken over a lot of businesses. This is very concerning because not only does this cause huge problems for the original business, using counterfeit products is also not safe. However, about **7%** of the world's trade is now taken up by counterfeit businesses, and there is nothing much you can do about that as a customer, other than being aware of what you are purchasing. By being aware and learning how to spot the differences between the real product and the fake product, you can avoid buying counterfeit products and thus help to curb the counterfeit business indirectly.



# WHY COUNTERFEIT PERFUMES ARE SO DANGEROUS?

Most people only think about getting ripped off financially when they accidentally buy fake products, but with perfumes, the problem does not end there. Fake perfumes contain cheap and harmful chemicals. When sprayed on the skin, these chemicals can cause itching, rashes, burning, and in some cases, severe allergies. The chemicals used to impart the quality of smell can also cause respiratory problems. The health issues involved here are, unfortunately, countless. However, there are easy ways to spot fake perfume, and once you know them, you can easily avoid buying fake fragrances. Read on to find out what they are!



# HOW TO IDENTIFY FAKE PERFUMES?

Identifying fake perfumes is fairly easy if you know a few simple tricks. For your benefit, these techniques are listed below in this article, so that the next time you are looking to buy perfumes, you do not get ripped off by shady sellers.



# PACKAGING

When buying perfumes, always make sure to check the packaging first. In a lot of cases, you can tell whether the perfume is fake or genuine simply by looking at the outbox. If the perfume is genuine, it will have a proper flawless seam and will be covered with thick cellophane. A fake perfume will lack these details.



# COLOR

If you are buying a perfume that you have previously used, take a long and hard look at the color of the perfume liquid. If it is lighter or darker than what you are used to, it is most definitely a fake. The color of perfumes is due to the chemicals in them, and a change in these component chemicals will give it a different color.



# BOTTLE

Counterfeiters are clever, and sometimes, you might not be able to tell if a product is genuine or not by looking at the color and packaging. Take a careful look at the bottle. Since the bottle is usually made of glass, it is difficult to replicate the exact shape of the original perfume bottle.



**FAKE**



# INSCRIPTION

If the labels and inscriptions on the box or the bottle have spelling mistakes, the product is a fake. Genuine products will never be that careless with the things that they print on to bottles and boxes.



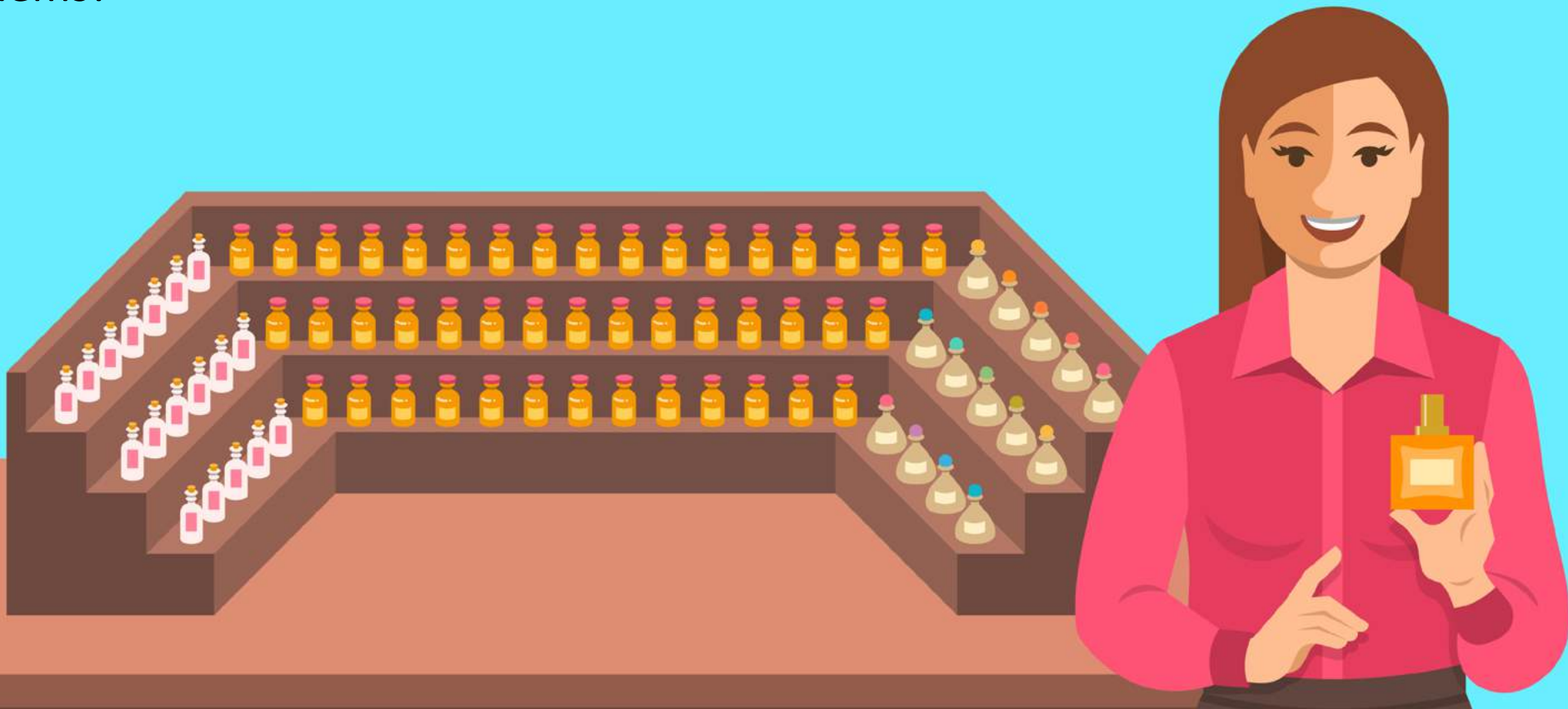


# BRAND LOGO

If the perfume you are buying is a famous brand, be careful with the logo. It is hard to replicate trademarked logos, and if the logo somehow seems off to you, the product is likely a fake.



Fake perfumes are available everywhere, all over the world. Because of how easy it is to clone fragrances, and how the human mind cannot remember fragrances for too long, fake perfumes are the favorite of counterfeit product dealers. People cannot differentiate between similar smells, and for this reason, it is effortless to run a fake perfume business. However, this is very concerning for those who are customers, because fake perfumes can lead to health problems!



# About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.