NASA’s Ambition to Reach the Planet Jupiter is Captured in a Single Bottle of Perfume



London, Nov 1, 2020 (Issuewire.com**)** - Perfume brand TOLI uses NASA discoveries to create its new perfume *JUPITER* as part of its *Immersive Series*.

The race to conquer outer space has started decades ago with NASA and ESA sending spacecraft all over our solar system. But how much information do we have about our planets and what does this information mean to us? Unless we are astrophysicist and understand chemistry not much since we never had and we will never have an aesthetic experience of an other planet in the near future at least.

In an attempt to bring people closer to those findings and allow them to have an immersive odor experience, TOLI has created *JUPITER,* which aims to recreate the smell of the gas giant planet.

NASA scientists often use a technique called “remote sensing” to study the composition of different elements and structures on planets. Remote sensing refers to making measurements without directly touching the object being measured. When they look out into the solar system and beyond, they use remote sensing to see things far beyond what can be seen with the naked eye.

NASA has sent several spacecraft to study Jupiter since the 1970s with its last attempt in 2011 when the Juno probe was sent to study Jupiter’s chemistry, interior structure and magnetosphere. In 2016 Juno arrived at Jupiter conducting an in-depth investigation of the planet’s atmosphere and deep structure using remote sensing. Jupiter’s atmosphere comprises of 3 distinct cloud layers in its “skies”. The top cloud is made of ammonia ice while the middle layer is probably ammonium hydrosulphate

crystals, and the interior layer water ice and vapor. The colourful bands seen across Jupiter are sulphur and phosphorus emerging from the warmer interior of the planet.

The smell of Jupiter might depend on where in the atmosphere one might be of course, but if we had taken the most profound smells coming from all over those three distinct layers that would be something between ammonia (that smells like cleaning fluid) hydrogen cyanide (almonds), and hydrogen sulphide (bean, broth, egg, dairy like).

The brand revealed that the project celebrates the idea of outer space exploration whilst pushing its creative boundaries when working with such peculiar odours. TOLI perfume designer who trained in Grasse, France, but decides to go against the stereotypes explains that: "*the challenge was to bring such strong odours in harmony, so you can still experience all the three "pungent" elements of this planet, but in a mild way that makes the perfume more wearable or approachable* ".

Nevertheless, the perfume remains a bold Avant-garde statement, which is not made with functionality in mind.

The brand aims to officially launch *JUPITER* November 25th and in the meantime you can pre-order it through www.toliodor.com or www.indiegogo.com/projects/jupiter-perfume/x/24743153#/

Media Contact

TOLI

toliodor@gmail.com

Source : toliodor.com

See on IssueWire