

Women's Fragrance Niche: ICP Deep Research

Version 1.1, 6 October 2026. Prepared by Joshua Chui. Version 1.1 adds Sephora US reviews across eight fragrances from eight brands.

Scope: the US women's fragrance buyer who shops online, read through three brands that each sell a different way. Pure Instinct (mechanism led, pheromone roll-on oils), Dossier (dupe led, designer-inspired perfumes) and Phlur (story led, mood and memory). No single brand is the client. Geography: United States.

How to read this document

- A line with a link is evidenced. One click lands on the exact Trustpilot review, or on the product page that holds the review, with the review ID beside it so it can be found.
- A line tagged [INFERENCE] is analysis. The tag says what it was built from, so you can judge the reasoning.
- A line with neither is a defect. Please flag it.

What was cut from this version, and why:

- Any age band for the Pure Instinct or Dossier buyer. Neither review system publishes reviewer ages. Only Phlur's does, so only Phlur gets an age read.
- "Gen Z, TikTok driven" as a description of this buyer. It did not survive the count. Phlur's stated ages run older, and only 2 of 100 Pure Instinct reviews mention TikTok or videos.
- Income, job, location and family status for all three. No source states them.
- Amazon, Walmart and Reddit voice. All three were blocked today, so nothing from them is claimed. Details in the method block. Sephora was first listed here as unread. That was wrong: it was readable, and version 1.1 adds it.
- Any statement about whether pheromone products work. This report only records what buyers say happened to them.

Method and evidence quality (read this first)

Scope note: this is a buyer report built from customer voice. It does not assess any brand's positioning, ads, competitors or market.

Channel table:

Brand	Channel and market	Listing	Reviews and average	Harvested	Quotes used	Status
Pure Instinct	Brand site, Judge.me widget, US store	Original roll-on, Crave, For Her	1,178 at 4.73, 898 at 4.75, 525 at 4.78	445 rows, including every 1, 2 and 3 star review on these three products	29	Harvested
Pure Instinct	Amazon US	B00EJDG7XI	82,479 ratings at 3.8	0	0	Blocked. amazon.com redirects to the Singapore storefront, which shows no US reviews
Pure Instinct	Walmart US	Brand listing	Not read	0	0	Blocked, bot check
Pure Instinct	Trustpilot	None	No profile found for pureinstinct.co or pureinstinct.com	0	0	No reviews
Dossier	Brand site, Okendo widget, US store	dossier.co	172,665 at 4.36	600 most recent, 11 September to 6 October 2026	25	Harvested
Dossier	Trustpilot	dossier.co profile	2,823 at 4.6	100 most recent US reviews	10	Harvested

Brand	Channel and market	Listing	Reviews and average	Harvested	Quotes used	Status
				plus 34 US 1 and 2 star reviews		
Dossier	Amazon US, Walmart US	Reviewers mention buying at both	Not read	0	0	Blocked, same reasons as above
Phlur	Brand site, Okendo widget, US store	phlur.com	43,074 at 4.73	600 most recent, 17 September to 6 October 2026	25	Harvested
Phlur	Trustpilot	phlur.com profile	22 at 1.8	All 22, US reviewers only quoted	5	Harvested
Eight brands, including Phlur	Sephora US, Bazaarvoice review feed	Phlur Missing Person EDP , Glossier Glossier You EDP , Juliette Has a Gun Not A Perfume , Kayali Vanilla 28 EDP , Sol de Janeiro Cheirosa 62 mist ,	1,402 at 3.79, 1,840 at 4.05, 2,237 at 3.89, 2,477 at 4.14, 2,809 at 4.43, 2,607 at 4.52, 1,359 at 4.54, 328 at 4.55	800 most recent, 100 per product, plus 1 and 2 star reviews	33	Harvested

Brand	Channel and market	Listing	Reviews and average	Harvested	Quotes used	Status
		Valentino Donna Born in Roma EDP , Burberry Goddess EDP , Henry Rose Dave EDP				

Other sources that produced usable quotes: none.

Sources attempted and blocked, no data: Reddit (browser and fetch both refused), Amazon US, Walmart. Not attempted, so not claimed: Facebook groups, TikTok, Instagram and YouTube comments, Quora, X, Ulta, Target. [INFERENCE: fragrance talk is heavy on Reddit and TikTok, so the missing venues are a real gap. This report hears the buyer after purchase, on the seller's own site and at Sephora, and not the buyer mid-decision.]

Duplicates removed: 79 Pure Instinct rows are flagged by Judge.me as collected from another provider, and many of those appear twice with the same text. Each was kept once. None of the 600 Dossier or 600 Phlur rows repeated a review ID.

Incentives: Sephora flags 204 of the 800 reviews as incentivised. Okendo flags 190 of the 600 Phlur reviews as incentivised and none of the 600 Dossier reviews. A handful of Pure Instinct reviews carry a "review earned for future purchase" badge.

Also not found, so not claimed: reviewer country on the brand site widgets (the sites are US stores, but a reviewer's country is not shown), age for Pure Instinct and Dossier, income, job, and any private sales data. Dossier and Pure Instinct both sell men's scents and their reviews mix men and women. The widgets do not mark gender, so those two samples are "the brand's buyer", not strictly "women".

Where a claim has no link, it is inference, and it is labelled.

Tagging note: the Jev tagger returned HTTP 403 on every call today, so all 127 quotes were tagged by hand. Nothing was auto tagged.

The counted sample

Method: the 100 most recent reviews with written text, per brand, from that brand's own site. Channels are not pooled. Coded by hand, one review at a time.

- Pure Instinct: [Original roll-on](#), 11 December 2023 to 2 October 2026. Stars: 60 five, 5 four, 10 three, 9 two, 16 one.
- Dossier: [all products](#) except the membership product, 1 to 6 October 2026, 67 different reviewer names. Stars: 76 five, 8 four, 5 three, 4 two, 7 one.
- Phlur: [all products](#), 2 to 6 October 2026, 68 different reviewer names. Stars: 87 five, 8 four, 0 three, 1 two, 4 one.

What was counted, per 100 reviews	Pure Instinct	Dossier	Phlur	Confidence
Compliments or "what are you wearing" from other people, unprompted	8	10	9	HIGH. Same result on three unrelated brands, and no review form asks about it
Talks about the attraction effect at all	32	not coded	not coded	HIGH for Pure Instinct
Says the effect worked	13	n/a	n/a	MODERATE. Small n, self report
Says the effect did not work	18	n/a	n/a	MODERATE. Small n, and unhappy buyers write more
Names a husband, boyfriend, fiancé, date or partner	13	not coded	not coded	MODERATE

What was counted, per 100 reviews	Pure Instinct	Dossier	Phlur	Confidence
Names a designer original or judges how close the copy is	not coded	30	not coded	HIGH for Dossier
Mentions price or saving money	not coded	7	not coded	MODERATE. Lower than expected, see below
Complains it does not last	7	5	4	MODERATE. Present on all three
Review is on a sample, set or travel size	n/a	not coded	60	HIGH for Phlur. Read from the product reviewed, not the text
Mentions layering or pairing scents	not coded	4	9	LOW to MODERATE
Mentions TikTok, videos or hype	2	0	0	LOW. Suggestive only
States the customer's age in the text	0	0	2, one person twice	No age band can be claimed from review text

Phlur's review form also asks age and gender. Across all 600 Phlur reviews, 179 different reviewer names gave an age:

Stated age, Phlur site reviewers	Count of 179	Confidence
Under 25	5	MODERATE. Optional field, and 190 of the 600 reviews were incentivised
25 to 34	11	MODERATE
35 to 44	46	MODERATE
45 to 54	57	MODERATE
55 to 64	47	MODERATE
Over 65	13	MODERATE
Gave gender as female	169 of the 178 who answered	HIGH

What this supports: the one thing all three buyers want is another person's reaction. The single number that carries it is 8, 10 and 9 per 100, unprompted, on three brands that sell in three different ways. It also supports splitting the niche into three buyers by what they are checking for: "did he react" (Pure Instinct, 32 of 100), "is it the same as the real one" (Dossier, 30 of 100) and "let me try small first" (Phlur, 60 of 100).

What it does not support: that this buyer is young. 163 of the 179 Phlur reviewers who gave an age are 35 or older. It does not support "price is the main thing the dupe buyer talks about" either: only 7 of 100 Dossier reviews mention money, against 30 that judge the match. And it does not support any age, income or location claim for Pure Instinct or Dossier.

Known limitation: site reviews are requested after purchase and skew positive. Phlur's are partly incentivised. Reviewer names are first name and initial, so "different names" slightly undercounts people. This describes who was pleased or angry enough to write, not a census of who buys.

Wider niche check: Sephora US, eight fragrances

Added in version 1.1. Products: [Phlur Missing Person EDP](#), [Glossier Glossier You EDP](#), [Juliette Has a Gun Not A Perfume](#), [Kayali Vanilla 28 EDP](#), [Sol de Janeiro Cheirosa 62 mist](#), [Valentino Donna Born in Roma EDP](#), [Burberry Goddess EDP](#), [Henry Rose Dave EDP](#). Sample: the 100 most recent US English reviews per product, 800 in total, newest dated 2026-10-05. Sephora has no link to a single review, so each quote cites the product page plus the review ID.

This table is counted by keyword search, not by hand, so treat each cell as rough. On the three brand-site samples the same style of search landed within 3 of the hand count for compliments.

Counted by keyword, per 100 recent reviews	Phlur	Glossier	Juliette Has a Gun	Kayali	Sol de Janeiro	Valentino	Burberry	Henry Rose
Compliments or "what are you wearing" from other people	8	25	14	25	17	22	16	11
Says it does not last	20	10	7	4	9	2	5	3
Says she cannot smell it on herself	4	0	6	0	1	0	0	0
Mentions a blind buy	3	2	3	1	0	0	1	11
Mentions hype, TikTok or social media	1	2	1	3	1	0	2	6
Mentions a	8	16	3	7	7	6	11	4

Counted by keyword, per 100 recent reviews	Phlur	Glossier	Juliette Has a Gun	Kayali	Sol de Janeiro	Valentino	Burberry	Henry Rose
signature or go-to scent								
Mentions price or worth	8	11	11	6	11	9	9	5
1 and 2 star reviews	37	12	36	6	9	7	9	18
Flagged as incentivised	10	48	13	61	3	29	26	14
Oldest review in the 100	2025-10-11	2026-02-06	2025-06-04	2026-05-21	2025-05-20	2025-12-01	2025-09-16	2025-02-10

What this supports: the compliment finding holds outside the three brands. It shows up in 8 to 25 of every 100 Sephora reviews, on a skin scent, a vanilla, a body mist, two designer perfumes and a clean brand. It also shows the two "barely there" scents (Phlur Missing Person and Juliette Has a Gun Not A Perfume) carrying far more 1 and 2 star reviews than the rest (37 and 36 per 100, against 6 to 18). [INFERENCE: from reading the low-star reviews, the complaints are that the scent fades, that she cannot smell it on herself, and on Juliette Has a Gun that it smells of alcohol. Not counted by hand.]

What it does not support: any age claim. None of the 800 reviews carries an age field. It also cannot rank brands against each other fairly, because the share of incentivised reviews runs from 3 to 61 per 100 depending on the product, and free-product reviews skew positive.

Channel finding: Phlur reads very differently by channel. On phlur.com, 5 of the 100 most recent reviews were 1 or 2 stars. On Sephora, 37 of the 100 most recent Missing Person reviews were. [INFERENCE: the two samples are not like for like, since the phlur.com sample covers every product and 31 of its 100 were incentivised. But the gap is large enough to say a brand's own site flatters it, and that the same is probably true of the Dossier and Pure Instinct site samples above.]

1: Avatar summary

The niche holds three buyers. They share one goal and differ in what they need to believe before they pay. [INFERENCE: built from the counted sample in the method block, where each brand's reviews centre on a different check.]

Brianna, the reaction seeker (mechanism buyer). She bought a small roll-on because an ad or a video promised a response from a man, usually one she already has. She puts it on before he gets home and watches what he does. **"I got this because the ads said it would attract my spouse."** ([Emily F., pureinstinct.co review, 2023-10-18](#), review ID 7e599498-2f32-4d91-8a5b-32d7eb9d88ca) If he reacts, she is a customer for years. If he does not, she often keeps it anyway because it smells nice, and marks the claim down. [INFERENCE: built from the 32 of 100 reviews that discuss the effect, 13 of which name a partner.]

Dana, the collector who will not pay designer prices (dupe buyer). She already knows the perfume she wants. She has usually smelled the original, often owns it, and is testing whether the cheaper bottle is the same thing. **"I'm down to a couple of sprays left in my latest bottle and thought I'd try this to save money."** ([Mel, dossier.co review, 2026-10-04](#), review ID a62aa593-43ef-4cc9-8dd9-6bc3b83af976) When it passes she buys more and builds a shelf. [INFERENCE: built from the 30 of 100 reviews that name an original, and the repeat and multi-bottle reviews quoted in Section 3.]

Carol, the grown woman looking for her scent (story buyer). She wants one perfume that feels like her and gets noticed, and she does not want to smell like a teenager. She starts with a sample set or travel size and moves up. **"I'm 63, I don't want to smell like a Gen Z but I want that fragrance that makes people say 'what is that you're wearing?!'"** ([Suzanne R., phlur.com review, 2026-10-05](#), review ID 1d2ef111-1a38-4bd8-bcc9-e279f3c47649) [INFERENCE: built from the 60 of 100 Phlur reviews on trial formats and the stated ages in the method block.]

What is measured here and what is not: three numbers are counted. Compliments from other people come up unprompted in 8, 10 and 9 of every 100 reviews across the three brands. 32 of 100 Pure Instinct reviews discuss the attraction effect, and more say it failed (18) than worked (13). 163 of 179 Phlur reviewers who gave an age are 35 or older. The names Brianna, Dana and Carol, and anything about their jobs, homes or incomes, are scaffolding to make the three buyers easy to talk about. Argue the case with the numbers, not with the names. The Sephora

check across eight more fragrances agrees on the main point: compliments come up in 8 to 25 of every 100 reviews there, by keyword count.

2: Demographics

Row	Pure Instinct buyer	Dossier buyer	Phlur buyer	Basis
Age	Not published. No band claimed	Not published. No band claimed	COUNTED. 163 of 179 who answered are 35 or older, 117 are 45 or older	Phlur review form, see method block
Gender	Mixed. Men review it too, not counted	Mixed. Men review it too, not counted	COUNTED. 169 of 178 who answered are female	Phlur review form. Inference from reading for the other two
Income	Not stated anywhere	Not stated anywhere	Not stated anywhere	No claim made
Location	US store. Reviewer location not shown	US store. Trustpilot sample filtered to US reviewers	US store. Trustpilot quotes are US reviewers	Channel, not reviewer data
Job	Not stated, except service work in one review	Not stated	Not stated	See the tips quote in Section 3
Relationship	COUNTED. 13 of 100 name a husband, boyfriend, fiancé, date or partner	Not coded	Not coded	Hand count
Usage variable that segments the niche	Is she buying an effect or a smell	Does she know the original	Is she sampling or committed	Inference from the counted sample

Stated ages in review text are rare but real: **"I'm 28 but the smell comes across as more mature."** ([Leah, pureinstinct.co review, 2023-05-24](#), review ID ec390d23-73dd-4ebc-99d5-51be0a100f61), **"I'm 48, and a Gen X er."** ([LORRIE A., dossier.co review, 2026-09-29](#), review ID e463ca97-d9bc-4b2e-81d0-3ce1e10d8fbb) and **"I'm 63, I don't want to smell like a Gen Z but I want that fragrance that makes people say 'what is that you're wearing?!'"** ([Suzanne R., phlur.com review, 2026-10-05](#), review ID 1d2ef111-1a38-4bd8-bcc9-e279f3c47649).

3: Psychographics

What she values. Being noticed for how she smells. All three buyers describe the same moment, a stranger or a partner asking about it: **"Had a waitress ask me what perfume I was wearing and order herself one!"** ([Sharde T., pureinstinct.co review, 2026-07-29](#), review ID 2325ccb8-8746-46d2-82ea-401e07c4734f), **"So when he asks me, wow, what is that you're wearing?. I know it's a good one."** ([Alicia A., dossier.co review, 2026-10-04](#), review ID 8a90d66a-05c0-4112-9fdb-3bf9592fa5bf), **"I constantly get asked what I am wearing!"** ([Tasha F., phlur.com review, 2026-09-28](#), review ID 00fc1e00-b211-42e8-be52-f168266502c5).

Identity, mechanism buyer. She wants to feel wanted, and confidence is the word she uses: **"Builds confidence and makes me feel sexy."** ([Smiley R., pureinstinct.co review, 2026-04-01](#), review ID c71fe863-7376-4564-ad01-e49c6a351d62) and **"definitely makes me feel more confident"** ([Marley M., pureinstinct.co review, 2026-04-22](#), review ID 719b5a05-5388-5891-a871-1d91986fae32). Some long-time users treat it as a quiet edge at work: **"If you're in retail, waitressing, bartender or exotic dancer, etc... you'll notice an increase in tips!"** ([Lacie, pureinstinct.co review, 2024-07-22](#), review ID c9482a53-63f4-5113-892b-1420e4be0816) [INFERENCE: one reviewer, so read it as a colourful example, not a segment.]

Identity, dupe buyer. She sees herself as smart with money, not as someone settling: **"Dupes are spot on! I save so much money."** ([Jennifer C., dossier.co review, 2026-10-01](#), review ID 2497015b-627c-47b2-805e-341f8c591d9a) and **"No, but I'll order it from Dossier and save us \$250-\$275!"** ([Susann Low, Trustpilot US, 2026-08-27](#)). The scent still becomes part of who she is: **"This is my go to fragrance. It's me!!! I get compliments EVERYTIME I wear it!"** ([Belva C., dossier.co review, 2026-10-04](#), review ID 8a2ab020-13b4-4fe8-b5fc-62f10a1c4471). She is a collector: **"When I buy this perfume, I always buy about six bottles"** ([Lilly, dossier.co review, 2026-10-02](#), review ID b5d9986a-202f-4ec9-8d88-cdbdaba8d096) and **"I started my journey with dossier with their display at Walmart. I probably have 12 now."** ([Lisa, dossier.co review, 2026-09-17](#), review ID 6050a848-8f7b-42dc-a38f-fb3420fe880c).

Identity, story buyer. She has grown-up taste and says so: **"it is an adult fragrance, nothing pop culture about the scent"** ([Davita W., phlur.com review, 2026-10-06](#), review ID 4c28a675-b4c2-4016-9702-eb8034a1a5b9) and **"I personally prefer more mature fragrance but 20 years ago this would have been my go to scent."** ([Melanie S., phlur.com review,](#)

[2026-09-24](#), review ID 0e9acffd-53cb-4857-9c23-7b85b76b3f8c). Many are layerers who treat scent as a daily habit: **"Staple in my everyday layering"** ([Christine W., phlur.com review, 2026-10-05](#), review ID 3a5aaa08-6e52-4744-a976-891dedab7a45). Some do not think of themselves as perfume people at all: **"I really like these fragrances cause I don't like wearing perfume all the time."** ([Kim T., phlur.com review, 2026-10-06](#), review ID ba3fca25-f10b-465b-bdd0-db717f0997ae).

Fears.

- Being fooled by marketing: **"I feel like I got tricked by all these tik tok videos claiming this perfume was the best thing they've ever smelled."** ([Olivia D., pureinstinct.co review, 2024-01-26](#), review ID 222f6137-5263-5d29-a569-703eeecd9757) and **"I took a gamble because of all the hype."** ([Janet, phlur.com review, 2026-09-25](#), review ID d1c6ec5c-c14b-4a82-8b05-7b10e53539d8).
- Smelling old. This shows up on all three brands in almost the same words: **"smells like old people to me. my husband said a funeral home"** ([Madison, pureinstinct.co review, 2023-02-06](#), review ID 939b17a0-aef7-5362-93f0-8c3399400c5b), **"it has an elder person scent"** ([Francesca, phlur.com review, 2026-09-28](#), review ID 99c51478-b822-4f26-9d9f-bb57c4aec24b), **"it reminds me of an old grandmother wearing too many kinds of perfume at once"** ([jen, Trustpilot US, 2025-12-06](#)).
- Smelling too young: **"maybe a tween who wears sweet, fruity perfume"** ([lisa, phlur.com review, 2026-09-21](#), review ID 5ddd687a-1b59-4010-a74a-cee508d9f083).
- Wasting money on a scent she has never smelled: **"This will make my future purchases much easier without the anxiety of ordering a fragrance and hoping I like it."** ([Norriessia H., phlur.com review, 2026-09-24](#), review ID 7755c853-95e7-4813-a0d9-70efa07fa6ac).
- Being quietly charged: **"I only discovered it after nearly a year when I reviewed my bank statements."** ([Celeste Van Staden, Trustpilot US, 2025-12-20](#)).

The identity tension. She wants to smell expensive and be noticed, without paying designer prices, without smelling like her grandmother, and without smelling like a teenager.

[INFERENCE: built from the "old" and "tween" quotes above plus the two quotes that follow.]

"When I wear it I feel like I'm wearing the most luxuriously expensive perfume in the world." ([Crystal P., phlur.com review, 2026-09-18](#), review ID 97a9a4bf-de63-4629-876c-57361982489b) **"One of my coworkers has the real Baccarat Rouge and they were convinced I was wearing the brand name."** ([KD, dossier.co review, 2026-09-24](#), review ID a0e8d458-ed49-42a1-b604-9d9bdde60ffd)

4: Daily life

Caveat for this whole section: nobody in a review describes their day. This is a reconstruction from what reviewers say about when and how they use the product. Treat every line as inference unless it carries a link.

Brianna. She keeps the roll-on in her bag and reapplies. She puts it on before he comes home or before a date, then watches. **"it definitely made my husband a bit more handsy when he came home from work"** ([Dana M., pureinstinct.co review, 2024-01-22](#), review ID 8da23f75-17f3-5a65-9159-4a0169f71f9c) **"The guy I hooked up was giving me compliments the entire time"** ([Lisbet R., pureinstinct.co review, 2024-05-18](#), review ID 7d73a666-6836-5bee-b418-06cb18105188) On a bad day the test fails: **"I even said smell me right here , Hoping he would react ! He said oh that's nice and went on about his business ."** ([Joseph B., pureinstinct.co review, 2023-09-06](#), review ID 4823b9c7-d77d-558b-aa28-6446caa61199)

Dana. She owns many bottles and picks by mood or season. She wears the cheaper copy most days and keeps the original for best: **"I wear this almost everyday, and save my original Jo Malone for special occasions."** ([LORRIE A., dossier.co review, 2026-09-29](#), review ID e463ca97-d9bc-4b2e-81d0-3ce1e10d8fbb) She sprays freely because running out costs little: **"you can definitely respray with out the panic of running out due to the originals high price point"** ([Emma R., dossier.co review, 2026-09-27](#), review ID fab97b8d-4227-42a5-9b23-e60a829dcb72)

Carol. She sprays after a shower, layers a mist with an oil, wears it to work and at home. She orders small sizes first: **"I also really appreciate they have most scents in travel size so I don't have to buy the bigger bottle without knowing how it smells on me."** ([Jen S., phlur.com review, 2026-10-03](#), review ID 9ca845c2-f769-4747-b3f0-e85956683abc) She describes the scent by place and feeling, not notes: **"I just feel ZEN when I put it on"** ([Sandra J., phlur.com review, 2026-09-26](#), review ID 965f5394-5637-4be0-b47a-31a61da8d4ae)

Where she is online:

Venue	Which buyer	What happens there	Read for this report?
Brand sites, review widgets	All three	Post-purchase verdicts	Yes
Trustpilot	Dossier, some Phlur	Service, delivery and billing complaints	Yes

Venue	Which buyer	What happens there	Read for this report?
TikTok and video	Pure Instinct buyers cite it as why they bought	Hype and demos	No. Not attempted. Only buyer mentions of it were read
Amazon and Walmart	Dossier buyers mention both	Purchase and reviews	No. Blocked
Sephora	Buyers of all eight Sephora brands	Purchase and reviews	Yes, added in version 1.1
Reddit	Unknown	Unknown	No. Blocked

The blocked venues are a finding in themselves: the pre-purchase conversation for this niche is still unread.

5: Pain points

Surface level:

- It does not last. Present on all three brands (7, 5 and 4 per 100): **"You would have to apply it like every 30-1hr."** ([jada, pureinstinct.co review, 2024-06-30](#), review ID 165864af-908a-54e3-92f3-c0abc4f335a9), **"by 2 hours the smells is completely gone so you'll have to re apply several times, not worth the money"** ([Marta A., dossier.co review, 2026-09-21](#), review ID fd6ebf52-fb1b-43ee-a133-a4708d0feac6), **"quite strong at first then dissipates to nothing"** ([Debbie, phlur.com review, 2026-09-28](#), review ID 3facd209-3586-48df-b57f-16bec890153c).
- She cannot smell it before buying online, so every order is a bet: **"This will make my future purchases much easier without the anxiety of ordering a fragrance and hoping I like it."** ([Norriessia H., phlur.com review, 2026-09-24](#), review ID 7755c853-95e7-4813-a0d9-70efa07fa6ac) and **"I have blind bought so many perfumes that are supposed to smell like Another 13. THIS!! This is it!"** ([Ashley, dossier.co review, 2026-10-02](#), review ID 5e0ba348-0af5-48a2-af5e-5174d72f62cd).
- The designer original costs too much to wear freely: **"its been a doorway to explore more inspirations that I would have been financially hesitant to spend on in the store."** ([J Cassity, Trustpilot US, 2026-09-17](#)) and **"This perfume is so much more affordable, I don't have to feel bad"** ([Ashley, dossier.co review, 2026-10-02](#), review ID 41c44245-6ce3-4951-a69e-99c9ef260240).
- A scent she loved changed or was discontinued: **"I have been buying this scent for years, have gifted it to friends and it is known as my scent. This recent purchase smells so different"** ([Caroline R., dossier.co review, 2026-09-24](#), review ID

7c8baeca-936d-4ef7-9958-11d26f4d50ce) and **"Most of my life I have been a coco Chanel girl but my last two purchases the scent just wasn't the same on me."** ([Amy B., pureinstinct.co review, 2024-04-18](#), review ID 9723ef88-7c48-5e85-97e3-b9cb3df0199b).

- The product did not do what the ad said: **"Smells good but I'm not getting any compliments even from my husband"** ([Ana T., pureinstinct.co review, 2025-04-22](#), review ID 009bc6d9-06d1-5241-9b65-1a5fa8071e43) and **"in a group of family and friends, I asked for their impressions. I put it on my wrist. Nobody was impressed."** ([Nancy J., pureinstinct.co review, 2024-01-15](#), review ID 9eeaa81d-7ce5-5a4c-93e8-73d8626fa3bd).

Deeper drivers:

- She wants proof that she is still noticed and wanted, and a partner's silence stings more than a bad smell would: **"I even said smell me right here , Hoping he would react ! He said oh that's nice and went on about his business ."** ([Joseph B., pureinstinct.co review, 2023-09-06](#), review ID 4823b9c7-d77d-558b-aa28-6446caa61199)
[INFERENCE: built from the 18 "did not work" reviews, most of which describe a partner not reacting.]
- She wants one scent that is "hers" and has been looking a long time: **"I believe I have found "The One" perfume I've been looking for, for what seems like forever"** ([Tracy R., phlur.com review, 2026-10-06](#), review ID cbaea9bc-00af-4d0c-b5b6-398d740b9443) and **"Before buying this I was an occasional perfume wearer and rarely wore the same scent regularly, but this has become my signature scent."** ([Cecilia, dossier.co review, 2026-09-11](#), review ID aa4ff9e1-47b1-4049-bc7c-5038c9369704).
- She does not want to be the person who got tricked: **"I feel like I got tricked by all these tik tok videos claiming this perfume was the best thing they've ever smelled."** ([Olivia D., pureinstinct.co review, 2024-01-26](#), review ID 222f6137-5263-5d29-a569-703eeecd9757) and **"All the ads you see "oh 10 men went up to me..." girl no they didn't."** ([Yoonji, pureinstinct.co review, 2023-02-22](#), review ID d4cf0270-ff3f-5bc2-a2bd-b4bcf96f8f43).
- She does not want her scent to date her, in either direction: **"Phermone smell did not attract the boyfriend he said it reminded him of an older lady"** ([Sadie, pureinstinct.co review, 2025-04-23](#), review ID dbce9c45-fcb1-5c7a-bb93-c4914af54192) and **"maybe a tween who wears sweet, fruity perfume"** ([lisa, phlur.com review, 2026-09-21](#), review ID 5ddd687a-1b59-4010-a74a-cee508d9f083).

6: Goals and aspirations

Short term, 3 to 12 months:

- Get asked what she is wearing: **"men & women alike will stop and ask what am I wearing"** ([Gemini, phlur.com review, 2026-10-03](#), review ID

d688d49a-d9ce-4862-a866-54fc0d5c0bf4) and **"Same compliments at meetings, same confidence builder"** ([Susann Low, Trustpilot US, 2026-08-27](#)).

- Get a reaction from one specific person: **"my man can't stay off of me and he's always complimenting me on how good I smell"** ([Shannon S., pureinstinct.co review, 2024-03-19](#), review ID d8701e04-a674-5e4f-9508-0ffca39f6bba) and **"Finally a scent that my husband likes and I do as well!!"** ([Susan, phlur.com review, 2026-10-04](#), review ID bd787793-87ea-43d0-a7b6-8bdbb5886969).
- Find a signature scent and stop searching: **"I believe I have found 'The One' perfume I've been looking for, for what seems like forever"** ([Tracy R., phlur.com review, 2026-10-06](#), review ID cbaea9bc-00af-4d0c-b5b6-398d740b9443).
- Build a wardrobe of scents without the designer bill: **"you can buy 4-5 different fragrances at a time for what you might pay for one designer fragrance"** ([Gia Gates, Trustpilot US, 2026-09-30](#)).

Long term, 3 to 5 years. Nobody in the corpus states a long-term goal, so this whole block is extrapolation:

- [INFERENCE: to be known by a scent. Built from the reviewers who say a perfume is "my scent" or "It's me".] **"I have been buying this scent for years, have gifted it to friends and it is known as my scent. This recent purchase smells so different"** ([Caroline R., dossier.co review, 2026-09-24](#), review ID 7c8baeca-936d-4ef7-9958-11d26f4d50ce)
- [INFERENCE: to stay desirable and current as she gets older, without dressing young. Built from the Phlur stated ages and the "I'm 63" quote. This is the driver nobody says out loud.]
- [INFERENCE: to hold on to people and times through smell. Built from the memory quotes.] **"This smell reminds me of my grandma when I was a kid and she'd get ready for work. Happy to have these memories back."** ([Mariah S., phlur.com review, 2026-10-01](#), review ID 0e77ae14-c0a0-4dcc-b190-acd7f7b31e72) **"It reminds me of my dad when he put cocoa and shea butter on his skin after a shower."** ([King, phlur.com review, 2026-09-25](#), review ID cfd5b5d9-fd68-40e6-b02a-fb5a56ba2416)

7: Language patterns

127 verbatim quotes were collected. Each was checked by script against the review text pulled today from the brand or Sephora review feed, and the 15 Trustpilot quotes against the live Trustpilot pages. The 38 strongest from the three brands are below, followed by 20 from the wider niche at Sephora, grouped by what the buyer feels. Spelling and capitals are theirs.

The single most important quote in the set: "I'm 63, I don't want to smell like a Gen Z but I want that fragrance that makes people say 'what is that you're wearing?!'" ([Suzanne R., phlur.com review, 2026-10-05](#), review ID 1d2ef111-1a38-4bd8-bcc9-e279f3c47649) It holds the

whole niche in one sentence: an age, a refusal to smell young, and the compliment she is actually buying.

Pain:

1. **"I even said smell me right here , Hoping he would react ! He said oh that's nice and went on about his business ."** ([Joseph B., pureinstinct.co review, 2023-09-06](#), review ID 4823b9c7-d77d-558b-aa28-6446caa61199)
2. **"Smells good but I'm not getting any compliments even from my husband"** ([Ana T., pureinstinct.co review, 2025-04-22](#), review ID 009bc6d9-06d1-5241-9b65-1a5fa8071e43)
3. **"in a group of family and friends, I asked for their impressions. I put it on my wrist. Nobody was impressed."** ([Nancy J., pureinstinct.co review, 2024-01-15](#), review ID 9eeaa81d-7ce5-5a4c-93e8-73d8626fa3bd)
4. **"This will make my future purchases much easier without the anxiety of ordering a fragrance and hoping I like it."** ([Norriasia H., phlur.com review, 2026-09-24](#), review ID 7755c853-95e7-4813-a0d9-70efa07fa6ac)
5. **"its been a doorway to explore more inspirations that I would have been financially hesitant to spend on in the store."** ([J Cassity, Trustpilot US, 2026-09-17](#))
6. **"I have been buying this scent for years, have gifted it to friends and it is known as my scent. This recent purchase smells so different"** ([Caroline R., dossier.co review, 2026-09-24](#), review ID 7c8baeca-936d-4ef7-9958-11d26f4d50ce)

Desire:

7. **"I believe I have found "The One" perfume I've been looking for, for what seems like forever"** ([Tracy R., phlur.com review, 2026-10-06](#), review ID cbaea9bc-00af-4d0c-b5b6-398d740b9443)
8. **"men & women alike will stop and ask what am I wearing"** ([Gemini, phlur.com review, 2026-10-03](#), review ID d688d49a-d9ce-4862-a866-54fc0d5c0bf4)
9. **"Had a waitress ask me what perfume I was wearing and order herself one!"** ([Sharde T., pureinstinct.co review, 2026-07-29](#), review ID 2325ccbe-8746-46d2-82ea-401e07c4734f)
10. **"my man can't stay off of me and he's always complimenting me on how good I smell"** ([Shannon S., pureinstinct.co review, 2024-03-19](#), review ID d8701e04-a674-5e4f-9508-0ffca39f6bba)
11. **"it got my ex begging to have me back"** ([Lily T., pureinstinct.co review, 2024-03-25](#), review ID 72b30ba0-4bed-56b9-ad41-6fe4dec5dcfb)
12. **"One of my coworkers has the real Baccarat Rouge and they were convinced I was wearing the brand name."** ([KD, dossier.co review, 2026-09-24](#), review ID a0e8d458-ed49-42a1-b604-9d9bdde60ffd)

13. **"When I wear it I feel like I'm wearing the most luxuriously expensive perfume in the world."** ([Crystal P., phlur.com review, 2026-09-18](#), review ID 97a9a4bf-de63-4629-876c-57361982489b)
14. **"This smell reminds me of my grandma when I was a kid and she'd get ready for work. Happy to have these memories back."** ([Mariah S., phlur.com review, 2026-10-01](#), review ID 0e77ae14-c0a0-4dcc-b190-acd7f7b31e72)
15. **"It reminds me of the 90's Egyptian Oil/Musk that was bought from the street vendors in the city."** ([Lindsey G., phlur.com review, 2026-10-03](#), review ID d7434b4c-d8e6-40f1-af6c-51d2962bc187)
16. **"To me this is a 1:1 for L'Immensité. I love it. So fresh and happy and great longevity. And not \$600."** ([Tanya P., dossier.co review, 2026-10-02](#), review ID 8662720e-b0f6-40c5-beaa-827cd867024b)

Objection:

17. **"Smells amazing got some compliments, but never really noticed the "pheromone effect""** ([Sophia, pureinstinct.co review, 2026-02-11](#), review ID e4cf06cf-74f3-5027-b366-3e79efde85a2)
18. **"All the ads you see "oh 10 men went up to me..." girl no they didn't."** ([Yoonji, pureinstinct.co review, 2023-02-22](#), review ID d4cf0270-ff3f-5bc2-a2bd-b4bcf96f8f43)
19. **"This is not anything like the videos don't buy the hype."** ([Alexandra, pureinstinct.co review, 2024-02-23](#), review ID a7ff6763-8658-5538-b386-3d3f2480c7cb)
20. **"my fiancé liked the smell but didn't want to jump my bones"** ([jada, pureinstinct.co review, 2024-06-30](#), review ID 165864af-908a-54e3-92f3-c0abc4f335a9)
21. **"Sadly, it doesn't smell anything like the original."** ([Lynn B., dossier.co review, 2026-09-30](#), review ID 32463936-98ba-400f-93d1-f6c77efb4967)
22. **"I was hoping for something that would last longer than 10 mins."** ([Amanda C., dossier.co review, 2026-09-24](#), review ID 7edaa719-c153-4826-9882-c15136089f18)
23. **"My partner can't even smell this when I wear it, but smells the name brand when I have that."** ([Wendy D., dossier.co review, 2026-09-12](#), review ID c4860ba1-b589-4ed0-8af4-a9dc3fb14903)
24. **"what a relief to try this since it's \$300+! Once I put it on, it smelled like bug spray."** ([Crystal G., dossier.co review, 2026-09-27](#), review ID cc391f0c-05ce-443a-bba6-b0fe70241b2c)
25. **"They'll try to trick you into signing up for a difficult to cancel subscription. It's dirtbag behavior and undermines an otherwise solid product."** ([Evan S., dossier.co review, 2026-09-23](#), review ID 1cfca14d-a6b5-4167-92f4-5c5c0aaa0fc9)
26. **"Their fragrances smell amazing. Unfortunately they are a dishonest company. They sign you up for a subscription without your knowledge."** ([Whitney Powell, Trustpilot US, 2026-10-04](#))
27. **"when I spray it on you can't even smell it on my skin"** ([Mary, phlur.com review, 2026-10-03](#), review ID 5fc36994-09a7-4158-9739-bfcf0f5f92c9)

28. **"Cheap quality scents that last only 30 minutes on the skin."** ([C. D. Lewis, Trustpilot US, 2025-11-22](#))
29. **"their products are way overhyped"** ([Janelle Anderson, Trustpilot US, 2025-12-02](#))
30. **"smells like old people to me. my husband said a funeral home"** ([Madison, pureinstinct.co review, 2023-02-06](#), review ID 939b17a0-aef7-5362-93f0-8c3399400c5b)

Belief:

31. **"It draws people in but I'm not sure if it's the pheromones or the scent itself. It doesn't matter. If it works, it works"** ([Bethery, pureinstinct.co review, 2024-02-16](#), review ID 04256e15-1bec-454a-bc8b-7170ada08ada)
32. **"I don't even use it for the pheromones, but it's a definite bonus!"** ([Erin, pureinstinct.co review, 2023-12-13](#), review ID eaf3cd2b-24b4-5ffc-b374-aa7c099a001c)
33. **"for the price difference, I'm okay with reapplying once or twice"** ([Mel, dossier.co review, 2026-10-04](#), review ID a62aa593-43ef-4cc9-8dd9-6bc3b83af976)
34. **"I wear this almost everyday, and save my original Jo Malone for special occasions."** ([LORRIE A., dossier.co review, 2026-09-29](#), review ID e463ca97-d9bc-4b2e-81d0-3ce1e10d8fbb)
35. **"Dossier is a great fit if you don't want to spend that Santal 33 money."** ([Scott J., dossier.co review, 2026-10-02](#), review ID 7d279831-27d5-4946-bfc1-58f0482df306)
36. **"I like that you can do a blind buy and return if you don't like the scent."** ([Nike Akin, Trustpilot US, 2026-09-17](#))
37. **"I'm very glad I did not blind buy travel sizes because many of the fragrances were hit or miss."** ([Kathleen F., phlur.com review, 2026-09-20](#), review ID 8bbfc91b-4268-4d0f-97a2-5c412f7cc827)
38. **"the men who usually arent as friendly have been much nicer on the days I wear this fragrance"** ([BLue 6., pureinstinct.co review, 2023-10-11](#), review ID 3b537bb4-a6a1-4b6f-9ae6-87c3a1a7ca08)

From the wider niche, Sephora US:

39. **"He doesn't know I put it on but says I smell like "his expensive wife""** ([reb69, Burberry at Sephora US, 2026-10-05](#), review ID 409361363)
40. **"I love this scent and have random people stop me to ask what I am wearing all the time"** ([Tinamarie1978, Phlur at Sephora US, 2026-06-19](#), review ID 394166039)
41. **"my friends daughter asked if I was weary something or if I just smell really good naturally!"** ([lilbird, Glossier at Sephora US, 2026-06-07](#), review ID 393046868)
42. **"I wore it the other day for a doctors appointment and was asked all day what I had on."** ([truocnicole, Henry Rose at Sephora US, 2025-09-08](#), review ID 356812766)
43. **"My finance asked me to wear this on the wedding day."** ([AllinaShved, Glossier at Sephora US, 2026-06-14](#), review ID 393745816)

44. "I wore white musk from the body shop in my 20's and this invokes the same feeling, but grown up." ([LadyMacBeth0520, Phlur at Sephora US, 2026-02-06](#), review ID 378527205)
45. "This has become my signature, I think because my child now says it smells like me." ([SouthernA, Phlur at Sephora US, 2026-08-02](#), review ID 399478933)
46. "I purchased while pregnant and it made me feel sexy again" ([Tortelleah, Phlur at Sephora US, 2025-12-10](#), review ID 372692430)
47. "you smell like a yummy vanilla baked good but in a beautiful sophisticated way" ([Lexidxvis, Kayali at Sephora US, 2026-07-10](#), review ID 397546087)
48. "I was looking for a new signature scent that wouldn't offend the office." ([LH2017, Burberry at Sephora US, 2026-05-23](#), review ID 387930434)
49. "I used to shy away from wearing perfume everyday because sometimes it would give me a headache." ([DianneBak, Valentino at Sephora US, 2026-01-26](#), review ID 377246333)
50. "I am a one perfume girl. I fall in love with something and wear it for YEARS." ([ashleyjoyce, Juliette Has a Gun at Sephora US, 2026-01-07](#), review ID 375494439)
51. "other people can smell it and my husband will compliment me hours later" ([wendygirl11, Phlur at Sephora US, 2026-01-07](#), review ID 375496570)
52. "what good is it if I can't even tell" ([shallowgal, Juliette Has a Gun at Sephora US, 2026-08-24](#), review ID 401253779)
53. "bath and body works normal body spray lasts 20x as long as this perfume" ([Mambibambii, Juliette Has a Gun at Sephora US, 2026-01-07](#), review ID 375463960)
54. "the smell doesn't stay not even an hour. So disappointed, feels almost like a scam." ([Kkaarr, Phlur at Sephora US, 2026-04-28](#), review ID 385661328)
55. "blind bought this and regret it. everyone and they mama hyped this up but i hated it!!!" ([red0178, Glossier at Sephora US, 2026-08-02](#), review ID 399476958)
56. "That's what I get for blind buying based on reviews" ([maddyhope, Henry Rose at Sephora US, 2026-04-13](#), review ID 384429454)
57. "Im really upset and tired of these incentivized reviews" ([Darkwave1986, Sol de Janeiro at Sephora US, 2026-03-21](#), review ID 382220478)
58. "This is very disappointing for me after researching a lot and buying planet aware and clean product." ([vkonduru, Henry Rose at Sephora US, 2026-01-08](#), review ID 375619952)

8: Objections and hesitations

[INFERENCE: the ranking below is judgment, built from the hand count per 100 and from keyword counts across every 1 and 2 star review harvested (112 Pure Instinct, 98 Dossier, 27 Phlur). The keyword counts are rough. The quotes under each item are evidence.]

1. "I don't like how it smells on me." The top complaint on all three brands by keyword count: 74 of 112, 63 of 98, 12 of 27. This is the blind-buy problem. "what a relief to try this since it's \$300+! Once I put it on, it smelled like bug spray." ([Crystal G.,](#)

[dossier.co review, 2026-09-27](#), review ID cc391f0c-05ce-443a-bba6-b0fe70241b2c) "it reminds me of an old grandmother wearing too many kinds of perfume at once" ([jen. Trustpilot US, 2025-12-06](#)) "My husband loves this stuff on me. However, I am not a huge fan of the scent, it set off a two day long migraine." ([Shannon S., pureinstinct.co review, 2024-06-28](#), review ID 817f3399-9ded-58d1-bc31-b37a37249384)

2. "It doesn't last." All three brands, and at Sephora too: "it fades so quickly and at this price it is just not worth it" ([sharonh2, Phlur at Sephora US, 2026-08-11](#), review ID 400169329) "bath and body works normal body spray lasts 20x as long as this perfume" ([Mambibambii, Juliette Has a Gun at Sephora US, 2026-01-07](#), review ID 375463960) "the scent does not last more than 10-20 minutes" ([Krystal K., dossier.co review, 2026-09-15](#), review ID f7894e5f-bce2-44ba-8cf8-3d7e28422f82) "after spraying them on within ten minutes the smell was gone" ([Catherine McCutcheon, Trustpilot US, 2026-05-11](#)) "It does not last at all, after 30 min no smell present ." ([Valerie, Trustpilot US, 2025-12-29](#)) "I only wish there was a bit more strength in the longevity and projection" ([Elaine C., phlur.com review, 2026-10-04](#), review ID 4f83f1eb-4257-4ab9-91ea-74bf50f2ec45) "You would have to apply it like every 30-1hr." ([jada, pureinstinct.co review, 2024-06-30](#), review ID 165864af-908a-54e3-92f3-c0abc4f335a9)
3. "It didn't do what you said." Pure Instinct only, and the biggest one there: 18 of 100 recent reviews. "Smells amazing got some compliments, but never really noticed the "pheromone effect"" ([Sophia, pureinstinct.co review, 2026-02-11](#), review ID e4cf06cf-74f3-5027-b366-3e79efde85a2) "my fiancé liked the smell but didn't want to jump my bones" ([jada, pureinstinct.co review, 2024-06-30](#), review ID 165864af-908a-54e3-92f3-c0abc4f335a9) "Very disappointed after reading the reviews and getting the product" ([Linsey, pureinstinct.co review, 2026-08-05](#), review ID 00c98078-b479-5e77-bc5f-fd8ee81b9fbd)
4. "It's not the same as the original." Dossier only. "Sadly, it doesn't smell anything like the original." ([Lynn B., dossier.co review, 2026-09-30](#), review ID 32463936-98ba-400f-93d1-f6c77efb4967) "My partner can't even smell this when I wear it, but smells the name brand when I have that." ([Wendy D., dossier.co review, 2026-09-12](#), review ID c4860ba1-b589-4ed0-8af4-a9dc3fb14903)
5. "It smells old", or "it smells like a kid's perfume." "smells like old people to me. my husband said a funeral home" ([Madison, pureinstinct.co review, 2023-02-06](#), review ID 939b17a0-aef7-5362-93f0-8c3399400c5b) "Phermone smell did not attract the boyfriend he said it reminded him of an older lady" ([Sadie, pureinstinct.co review, 2025-04-23](#), review ID dbce9c45-fcb1-5c7a-bb93-c4914af54192) "it has an elder person scent" ([Francesca, phlur.com review, 2026-09-28](#), review ID 99c51478-b822-4f26-9d9f-bb57c4aec24b) "maybe a tween who wears sweet, fruity perfume" ([lisa, phlur.com review, 2026-09-21](#), review ID 5ddd687a-1b59-4010-a74a-cee508d9f083)
6. "I only bought it because of the hype." "I don't understand why this is so hyped online." ([DistrictJe, Henry Rose at Sephora US, 2026-08-13](#), review ID 400415257) "I

saw someone on Twitter hype this UP, so I tried a travel size." ([Chvmpagne. Burberry at Sephora US. 2026-01-20](#), review ID 376765878) "I feel like I got tricked by all these tik tok videos claiming this perfume was the best thing they've ever smelled." ([Olivia D., pureinstinct.co review. 2024-01-26](#), review ID 222f6137-5263-5d29-a569-703eeecd9757) "This is not anything like the videos don't buy the hype." ([Alexandra. pureinstinct.co review. 2024-02-23](#), review ID a7ff6763-8658-5538-b386-3d3f2480c7cb) "I took a gamble because of all the hype." ([Janet. phlur.com review. 2026-09-25](#), review ID d1c6ec5c-c14b-4a82-8b05-7b10e53539d8) "don't understand why anyone likes let alone why it was all over my feed!" ([Kathryn. phlur.com review. 2026-09-21](#), review ID ae1cb1ba-bced-4cc5-8c1c-b88b9d499b2e) "their products are way overhyped" ([Janelle Anderson. Trustpilot US. 2025-12-02](#))

7. "I can't return it" or "returning costs too much." "they charge seven dollars to do that for a \$25 product" ([jen. Trustpilot US. 2025-12-06](#))

The objection that turns a happy customer into an angry one: the subscription charge at Dossier. These reviewers like the perfume and still leave one star. It appears in 6 of the 100 most recent US Trustpilot reviews and in 12 of the 34 US 1 and 2 star Trustpilot reviews read. "Their fragrances smell amazing. Unfortunately they are a dishonest company. They sign you up for a subscription without your knowledge." ([Whitney Powell. Trustpilot US. 2026-10-04](#)) "automatically enroll you in their \$40/month subscription when you're making a single purchase" ([Peyton. Trustpilot US. 2026-08-04](#)) "I only discovered it after nearly a year when I reviewed my bank statements." ([Celeste Van Staden. Trustpilot US. 2025-12-20](#)) "They'll try to trick you into signing up for a difficult to cancel subscription. It's dirtbag behavior and undermines an otherwise solid product." ([Evan S., dossier.co review. 2026-09-23](#), review ID 1cfca14d-a6b5-4167-92f4-5c5c0aaa0fc9) "I did not sign up for this, nor did I want it." ([Alexis. dossier.co review. 2026-09-23](#), review ID 755976f0-c524-4b00-b639-88bda9b31f55) [INFERENCE: this is a billing design problem, not a product problem, and it is specific to Dossier. It is here because any brand in this niche that adds a membership should expect the same reaction.]

A second operational one, across Dossier and Phlur: parcels that arrive late, leaked, part empty or not at all. Keyword count 24 of 98 Dossier low-star reviews and 10 of 27 Phlur low-star reviews, from the [Dossier](#) and [Phlur](#) site review feeds.

9: Decision triggers

Events:

- An ad or video promised a result: "I got this because the ads said it would attract my spouse." ([Emily F., pureinstinct.co review. 2023-10-18](#), review ID 7e599498-2f32-4d91-8a5b-32d7eb9d88ca) and "I bought this after Tati Westbrook

went on and on about it." ([Patti S., pureinstinct.co review, 2024-03-15](#), review ID a9046beb-1efe-544f-a28d-740a9e9d4bf4).

- She is running out of the expensive original: **"I'm down to a couple of sprays left in my latest bottle and thought I'd try this to save money."** ([Mel, dossier.co review, 2026-10-04](#), review ID a62aa593-43ef-4cc9-8dd9-6bc3b83af976).
- She first met the brand on a shop shelf: **"I started my journey with dossier with their display at Walmart. I probably have 12 now."** ([Lisa, dossier.co review, 2026-09-17](#), review ID 6050a848-8f7b-42dc-a38f-fb3420fe880c).
- Someone close to her wears it: **"I have 2 teenage daughters and they use this and I've always loved it!"** ([Jaymie0912, Sol de Janeiro at Sephora US, 2026-04-15](#), review ID 384655821).
- She kept hearing about it: **"I heard so much about this scent so I finally caved"** ([JJDeleon, Sol de Janeiro at Sephora US, 2026-02-26](#), review ID 380163608).
- It was all over her feed: **"don't understand why anyone likes let alone why it was all over my feed!"** ([Kathryn, phlur.com review, 2026-09-21](#), review ID ae1cb1ba-bced-4cc5-8c1c-b88b9d499b2e).
- A sample or mini set made the first order low risk: **"I also really appreciate they have most scents in travel size so I don't have to buy the bigger bottle without knowing how it smells on me."** ([Jen S., phlur.com review, 2026-10-03](#), review ID 9ca845c2-f769-4747-b3f0-e85956683abc) and **"I'm very glad I did not blind buy travel sizes because many of the fragrances were hit or miss."** ([Kathleen F., phlur.com review, 2026-09-20](#), review ID 8bbfc91b-4268-4d0f-97a2-5c412f7cc827).
- It was already in the family: **"Found this in my mom's underwear drawer when I was a kid. Been ordering it ever since."** ([Smiley R., pureinstinct.co review, 2026-04-01](#), review ID c71fe863-7376-4564-ad01-e49c6a351d62).

Emotions and realisations:

- "I can have the smell without the price": **"Dossier is a great fit if you don't want to spend that Santal 33 money."** ([Scott J., dossier.co review, 2026-10-02](#), review ID 7d279831-27d5-4946-bfc1-58f0482df306) and **"No, but I'll order it from Dossier and save us \$250-\$275!"** ([Susann Low, Trustpilot US, 2026-08-27](#)).
- "I can try before I commit": **"I like that you can do a blind buy and return if you don't like the scent."** ([Nike Akin, Trustpilot US, 2026-09-17](#)).
- "This smells like someone I miss": **"This smell reminds me of my grandma when I was a kid and she'd get ready for work. Happy to have these memories back."** ([Mariah S., phlur.com review, 2026-10-01](#), review ID 0e77ae14-c0a0-4dcc-b190-acd7f7b31e72).
- "It might work, and it smells nice either way": **"It draws people in but I'm not sure if it's the pheromones or the scent itself. It doesn't matter. If it works, it works"** ([Bethery, pureinstinct.co review, 2024-02-16](#), review ID 04256e15-1bec-454a-bc8b-7170ada08ada).

Leaving a scent that changed or stopped earning compliments: **"Used to love this scent in 2020/2021 before the formula change."** ([xmilktea, Glossier at Sephora US, 2026-05-26](#), review ID 388175982) **"I've been looking for a new signature scent. I've been using Noyz but didn't get many compliments and felt it wore off quickly."** ([agee223, Glossier at Sephora US, 2026-06-02](#), review ID 392645697)

Arriving from a named alternative. This is a separate buyer and the dupe brand owns her: she names Baccarat Rouge, Santal 33, Jo Malone, Chanel, Glossier You, Le Labo and others, and judges the copy against them. **"One of my coworkers has the real Baccarat Rouge and they were convinced I was wearing the brand name."** ([KD, dossier.co review, 2026-09-24](#), review ID a0e8d458-ed49-42a1-b604-9d9bdde60ffd) **"I wear this almost everyday, and save my original Jo Malone for special occasions."** ([LORRIE A., dossier.co review, 2026-09-29](#), review ID e463ca97-d9bc-4b2e-81d0-3ce1e10d8fbb) **"I have blind bought so many perfumes that are supposed to smell like Another 13. THIS!! This is it!"** ([Ashley, dossier.co review, 2026-10-02](#), review ID 5e0ba348-0af5-48a2-af5e-5174d72f62cd) On the mechanism side the switcher is rarer: **"Most of my life I have been a coco Chanel girl but my last two purchases the scent just wasn't the same on me."** ([Amy B., pureinstinct.co review, 2024-04-18](#), review ID 9723ef88-7c48-5e85-97e3-b9cb3df0199b)

10: Pain point hierarchy

[INFERENCE: ranked by judgment from the counted sample and the low-star keyword counts. Rank 1 carries the counted figure.]

1. Wanting to be noticed and complimented, and not being sure she is. Compliments are raised unprompted in 8, 10 and 9 of every 100 reviews across the three brands, and in 8 to 25 of every 100 at Sephora by keyword count. **"Zero compliments"** ([steffunnygirl, Juliette Has a Gun at Sephora US, 2026-02-03](#), review ID 377949259) **"I'm 63, I don't want to smell like a Gen Z but I want that fragrance that makes people say 'what is that you're wearing?!'"** ([Suzanne R., phlur.com review, 2026-10-05](#), review ID 1d2ef111-1a38-4bd8-bcc9-e279f3c47649)
2. Buying a smell she cannot smell first. **"That was a blind buy and I regret it."** ([hansan1999, Phlur at Sephora US, 2026-05-15](#), review ID 387246244) **"This will make my future purchases much easier without the anxiety of ordering a fragrance and hoping I like it."** ([Norriessia H., phlur.com review, 2026-09-24](#), review ID 7755c853-95e7-4813-a0d9-70efa07fa6ac)
3. Scent that fades within the hour. **"by 2 hours the smells is completely gone so you'll have to re apply several times, not worth the money"** ([Marta A., dossier.co review, 2026-09-21](#), review ID fd6ebf52-fb1b-43ee-a133-a4708d0feac6)
4. A promise that did not happen (the reaction, or the match to the original). **"I even said smell me right here , Hoping he would react ! He said oh that's nice and went on about his business ."** ([Joseph B., pureinstinct.co review, 2023-09-06](#), review ID 4823b9c7-d77d-558b-aa28-6446caa61199) **"Sadly, it doesn't smell anything like the**

original." ([Lynn B., dossier.co review, 2026-09-30](#), review ID 32463936-98ba-400f-93d1-f6c77efb4967)

5. Paying designer prices for a daily habit. **"This perfume is so much more affordable, I don't have to feel bad"** ([Ashley, dossier.co review, 2026-10-02](#), review ID 41c44245-6ce3-4951-a69e-99c9ef260240)
6. Smelling old, or smelling like a child. **"smells like old people to me. my husband said a funeral home"** ([Madison, pureinstinct.co review, 2023-02-06](#), review ID 939b17a0-aef7-5362-93f0-8c3399400c5b) **"maybe a tween who wears sweet, fruity perfume"** ([lisa, phlur.com review, 2026-09-21](#), review ID 5ddd687a-1b59-4010-a74a-cee508d9f083)
7. Feeling fooled by hype. **"I feel like I got tricked by all these tik tok videos claiming this perfume was the best thing they've ever smelled."** ([Olivia D., pureinstinct.co review, 2024-01-26](#), review ID 222f6137-5263-5d29-a569-703eeecd9757)
8. A favourite that changed or disappeared. **"I have been buying this scent for years, have gifted it to friends and it is known as my scent. This recent purchase smells so different"** ([Caroline R., dossier.co review, 2026-09-24](#), review ID 7c8baeca-936d-4ef7-9958-11d26f4d50ce)
9. Surprise charges and painful returns. **"I only discovered it after nearly a year when I reviewed my bank statements."** ([Celeste Van Staden, Trustpilot US, 2025-12-20](#)) **"they charge seven dollars to do that for a \$25 product"** ([jen, Trustpilot US, 2025-12-06](#))

What customers write about most is how it smells and who noticed. What they quit over is different: the reaction that never came (Pure Instinct), the scent that was gone in minutes (all three), and a charge they did not agree to (Dossier). [INFERENCE: summary of the counted sample and the low-star keyword counts in Section 8.]