

# HAYLEY FORSTER

FRAGRANCE DESIGNER | CONSULTANT | SPEAKER | BSP PRESIDENT

THE WOMAN WHO SCENTED YOUR CLOTHES IS NOW CHANGING HOW YOU FEEL!



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Based in Yorkshire, UK

Hayley is a **fragrance industry expert, with over 20 years experience**, on a mission to make the world smell (and feel) better. If you've used **Ariel, Daz, Fairy, Lynx, Dove, or Pantene**, you've likely experienced her work. But after reaching the top of the corporate fragrance world, developing scents for the world's biggest household names, she realised the true power of scent wasn't in selling soap powder. **It was in sparking human connection.**

Today she is the founder of **Pretty Little Aroma**, a brand built on the belief that scent is our most underrated superpower for **connection and wellbeing**. In 2026 it was announced that Hayley would take on the prestigious role as the newest **President of the British Society of Perfumers**.

Hayley brings the transformative power of fragrance to the masses through high impact **corporate team building, strategic consulting** for emerging brands, and **immersive Scent Experiences** at luxury retreats. A sought after **guest lecturer** and industry leader, Hayley doesn't just talk about perfume; she teaches people how to use their nose to **unlock memory, boost mood, and build deeper brands**.



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Hayley Forster



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## TOPICS HAYLEY CAN TALK ABOUT:

- **SCIENCE VS. SOUL:** Why the future of fragrance isn't about chemistry - it's about connection.
- **SMELL YOURSELF SUCCESSFUL:** How to use scent to hack your brain, shift your mood, and skyrocket productivity.
- **SENSORY BRANDING:** Moving past the visual to build "Deep Brands" that stay in your customer's subconscious.
- **THE PSYCHOLOGY OF SNIFF:** The gritty truth on how scents manipulate human behaviour and unlock "locked" memories.
- **BEYOND THE BOTTLE:** Why "Bespoke" is the new black - finding your unique olfactory identity in a world of mass production.
- **THE CELEBRITY SNIFF TEST:** An autopsy of the celebrity fragrance market - who's doing it right?
- **SMELLING THE FUTURE:** A forecast of the "Next Big Thing" - seasonal favourites to the emerging notes you'll be wearing next year.
- **FRAGRANCE ETIQUETTE 101:** How to command a room with scent without being "that" person.
- **THE BUSINESS OF SCENT:** What it really takes to launch a world class fragrance brand (hint: it's not just a pretty bottle).

## NOTES FOR EDITORS:

Please contact [hayley@prettylittlearoma.com](mailto:hayley@prettylittlearoma.com) for interviews, quotes and bookings.  
Please click [HERE](#) for links to photographs.