



Meet Stephanie Specchio owner of Seneca Signature Scents

1. Describe Your Business:

Stephanie explained that a study by Rockefeller University in New York City found that humans remember 35% of what they smell, compared to only 5% of what they see and 2% of what they hear. "Seneca Signature Scents is all about smells! We have ready-to-purchase perfumes (our elite 8 collection that you won't find anywhere else!) as well as soaps, shampoos, essential oil candles that burn cool enough you can use them as massage oils, essential oils, and inhalers," Stephanie said. "We also have aromatic jewelry, diffusers, oils/vinegars, silk scarves, organic deodorants, lip balms, and alpaca products. My most favorite part of the shop, though,

is that you can make your own perfume or cologne. We have essential and fragrance oils that you can combine to create your own signature scent – completely unique to you and your personality."

2. Tell us your story:

"The shop combines everything I love," Stephanie said. "The chance to meet new people and create something fun and interesting and one-of-a-kind. There's no stress. There is a formula, so technically there are rules to make sure that the perfume or cologne is stable, but it's different than the kind of rules that most of us play by in everyday life. This is fun. I see smiles and make people happy."

3. What has helped you succeed and gain experience?

"I'm still learning. I read a lot. I ask a lot of questions. I'm open to feedback and input from everyone. I try to listen more than I talk. And if something gets out of whack, Alan is my sounding board!" Stephanie said.

4. What inspires you?

Stephanie said she is inspired when she sees people being kind to each other.

5. What keeps you up at night? What are your challenges?

"Aromatherapy is an up-and-coming discipline that I think is still evolving," Stephanie said. "I'm not certified, but would like to be. I have a lot to learn in this area!"

6. What is your favorite local activity?

Stephanie said that eating out is one of her favorite local activities. "I'm not a big fan of cooking so we eat out a lot! There are great restaurants in the area!" she explained.

7. Is there anything else we should know about you?

"The business is really a team effort. Alan and I own it together!" Stephanie said.

Seneca Signature Scents
607-331-4276
304 N Franklin St Watkins Glen, NY 14891
www.senecasignaturescents.com