This study examined the influence of olfactory impressions on the perceived effects of lip balm. Twenty female college students used two types of lip balm: one with natural essences (lemon or vanilla) and one without. Then they rated their perceived experience of the balms. The results showed that the participants felt that the balm with lemon essence was significantly smoother than the ones with vanilla or without natural essences. Furthermore, the participants felt that the balm with vanilla essence was significantly stickier than the ones with lemon or without natural essences. Also, the participants felt that the balm with lemon essence had marginally better moisturizing properties than the one with vanilla. These results suggest that olfactory cognition influences the perception of tactile sensations.

**Keywords:** fragrance, natural essences, cosmetic items, cross-modal, preference.

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