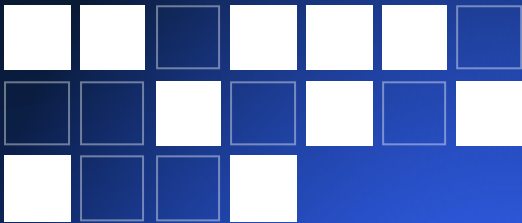


HOW AI SEARCH SEES HMS PERFUMES.

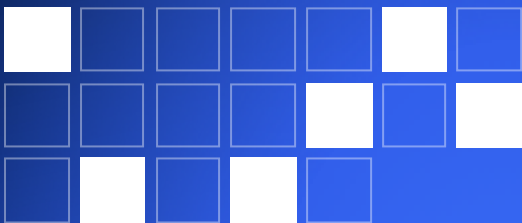
A baseline audit of how ChatGPT and Gemini recommend and describe HMS Perfumes against Sephora and Perfume Loft, for shoppers in Brandon and Clearwater, Florida.

EVERY LOCAL & CATEGORY ANSWER, ONE
SQUARE EACH

CHATGPT · 18



GEMINI · 19



■ HMS NAMED · 16 □ NOT NAMED · 21

MEASURE
→ COMPARE
→ REPORT

CLIENT

HMS Perfumes

MARKETS

Brandon & Clearwater, FL

PLATFORMS

ChatGPT · Gemini

ANSWERS ANALYSED

50

TEST DATE

20 October 2026

PREPARED BY

Kyzeflo

01 / EXECUTIVE SUMMARY

HMS wins Brandon, is nearly invisible in Clearwater, and is misidentified when people ask about it by name.

43%

of local and category answers mention HMS

16 OF 37 NON-BRANDED ANSWERS

57%

mention Sephora

21 OF 37 · PERFUME LOFT 35%

6 / 16

times HMS was the first store named

AVERAGE LIST POSITION 2.1

1 / 12

branded answers fully accurate

4 WRONG · 2 NO ANSWER · 5 PARTLY RIGHT

Key findings

- **HMS is a real contender in local answers.** It appeared in 16 of 37 non-branded answers (43%), ahead of Perfume Loft (35%) and behind only Sephora (57%). When it appears, it is usually near the top: #1 in 6 answers and top three in 14 of 16.
- **Brandon is HMS's stronghold.** HMS appeared in 62% of Brandon answers, and Perfume Loft in just 6%.
- **Clearwater belongs to Perfume Loft.** Perfume Loft appeared in all 11 Clearwater answers; HMS in 4. The Clearwater store is listed online as 'HMS Perfumes Collection', and Gemini also names a 'Perfume Collection' store in the same mall, which may be HMS under another name.
- **HMS never appears in general fragrance questions.** It was absent from all 8 answers with no location (e.g. 'Is Sephora overpriced?'). Those go to online discounters and big chains.
- **ChatGPT is far more favourable than Gemini.** ChatGPT mentioned HMS in 56% of non-branded answers, Gemini in 32%.
- **Asked about HMS by name, Gemini answers about the wrong company.** Three of six branded Gemini answers described an Indian attar manufacturer or H&M. One said HMS sells clones rather than authentic designer fragrance.
- **Facts about HMS are often wrong.** AI says HMS ships online (it doesn't), sells body lotions (it doesn't), and opens Sundays until 6 PM (it doesn't). Hours appear to be copied from mall hours.
- **Reviews are not reaching AI answers.** HMS's three Google profiles are rated 5.0, 4.5 and 4.9, yet ChatGPT said it could not find reliable reviews.

BOTTOM LINE

Local AI answers already treat HMS as a credible discount option in Brandon. That visibility depends almost entirely on Google Business Profile data, so it does not carry over to Clearwater, general fragrance questions, or questions about HMS by name. There, AI either can't find HMS or confuses it with other companies.

02 / SCOPE & METHOD

What we tested, and how.

The approach

This audit follows the prompt-tracking framework from Ahrefs' AEO guide. Instead of judging single answers, which change from one run to the next, it groups 25 prompts into seven clusters and measures how often each store appears across a cluster. Non-branded prompts (1–19) measure whether HMS gets *recommended*. Branded prompts (20–25) measure whether AI *describes HMS correctly*.

CLUSTER	PROMPTS	MEASURES
1 · Local discovery	1–5	Brandon / Clearwater shopping intent
2 · Value & discount	6–9	Discount and authenticity intent
3 · Competitive	10–13	Head-to-head with Sephora / Perfume Loft
4 · Specific needs	14–16	Middle Eastern, gift sets, walk-in
5 · Personas	17–19	Situation-based questions
6 · Branded trust	20–23	Legitimacy, reviews, comparisons
7 · Brand accuracy	24–25	Locations, hours, online sales

Test setup

- One run of each prompt on ChatGPT and on Gemini, each in a fresh chat with web access.
- Florida VPN with incognito / temporary chats. Some answers still showed Indian or Canadian context (see Data limitations).
- Mentions, list positions, Sephora / Perfume Loft mentions and other stores were coded for every answer. Branded answers were checked against facts supplied by HMS.

Ground truth used for accuracy checks

STORES IN SCOPE	2 × Brandon, 1 × Clearwater (FL)
TRADING NAME	HMS Perfumes
LAUNCHED	2022
HOURS	Mon–Sat, 10 AM–8 PM
ONLINE	Website down; Instagram & Facebook @hmsperfumes
SHIPPING / PICKUP	None currently
RANGE	Designer, niche, Middle Eastern (Lattafa, Armaf); gift sets, testers, samples
NOT SOLD	Body care
PRICING	Mix of below-retail and retail
LOYALTY PROGRAM	None
GOOGLE RATINGS	Brandon 5.0 and 4.5 · Clearwater 4.9

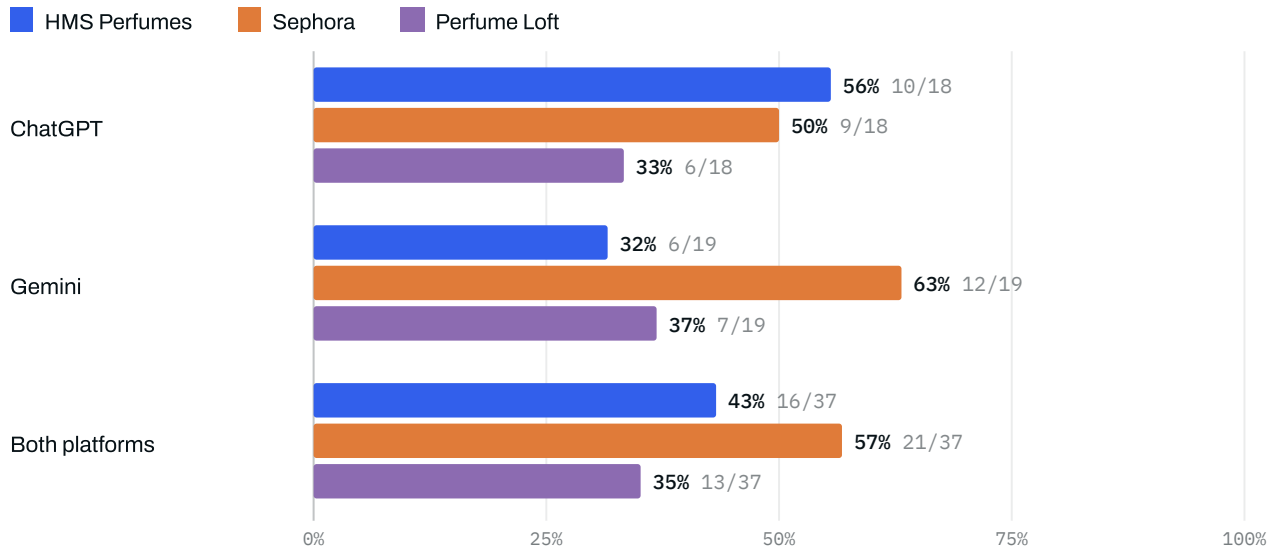
DATA LIMITATIONS

- **Two of four planned platforms.** Claude and Google AI Overviews were not tested in this round.
- **One run per prompt.** AI answers vary between runs, so treat cluster-level results as directional and prompt-level results as examples.
- **ChatGPT prompt 19 not captured.** That capture contains a second answer to prompt 18. It's shown in the appendix and left out of the percentages. ChatGPT therefore has 18 non-branded answers and Gemini 19.
- **Location drift.** 11 of the 32 answers with full text referenced India or Brandon, Manitoba, despite the VPN. This lowers HMS's numbers, mainly on Gemini.
- **Citations weren't logged consistently.** Source analysis is limited to what was visible in the answer text.

03 / VISIBILITY OVERVIEW

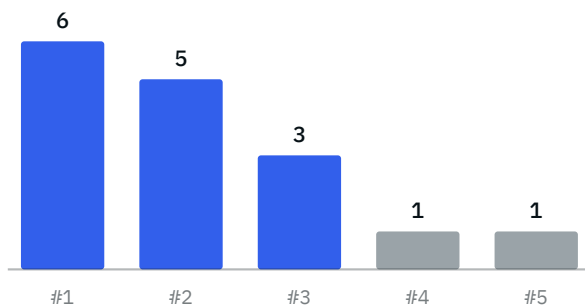
HMS is the second most-mentioned store in local AI answers.

Mention rate in non-branded answers (prompts 1–19): the share of answers that named each store. ChatGPT has n = 18 and Gemini n = 19.



Where HMS sits when it's named

HMS's position in the list of stores, across its 16 mentions.



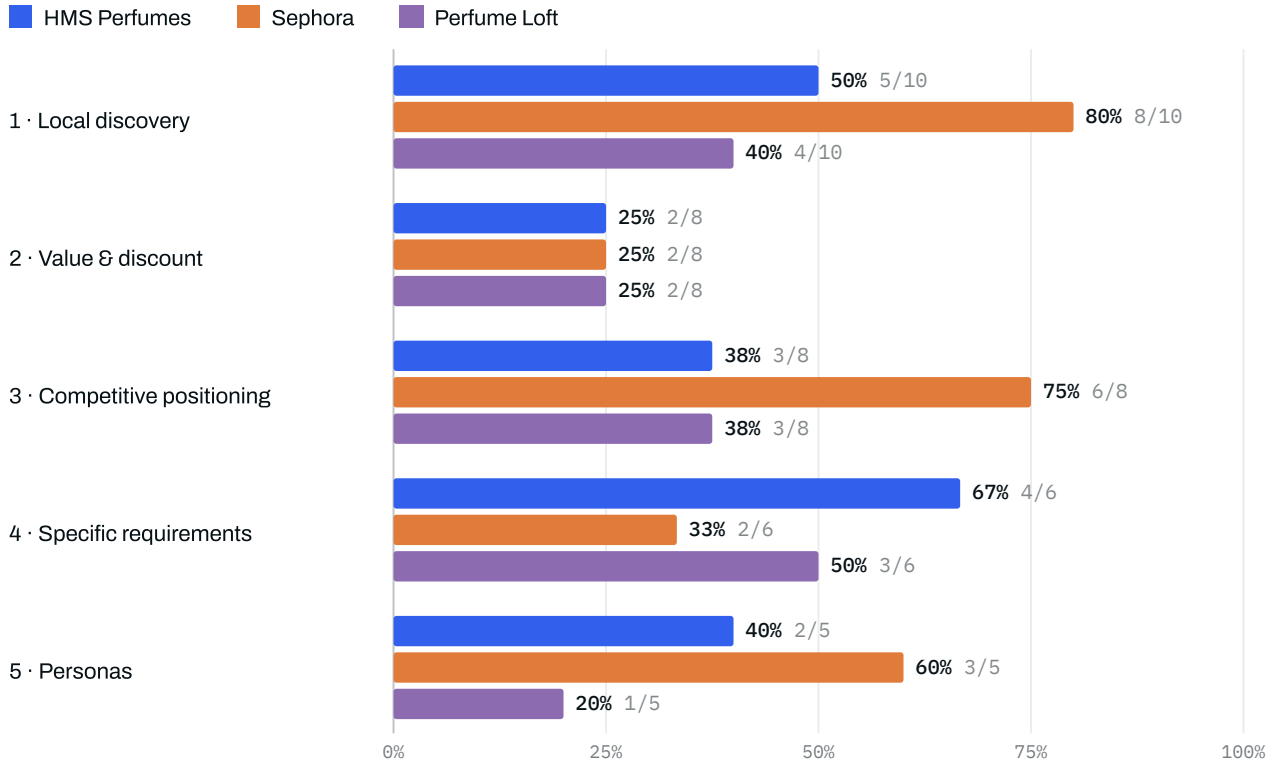
What this shows

- **ChatGPT is HMS's strongest channel.** It named HMS in 56% of answers, more often than Sephora (50%), and listed it first 4 times.
- **Gemini prefers Sephora.** It named Sephora in 63% of answers and HMS in 32%. Gemini leans on Google Maps place cards, which favour big malls and anchor stores.
- **When HMS is named, it ranks well.** Its average position is 2.1, and it's in the top three in 14 of 16 mentions. Its problem is not appearing at all, rather than appearing low in the list.
- **Perfume Loft trails overall,** but its mentions are concentrated in one city (next pages).

04 / RESULTS BY CLUSTER

Strongest on specific needs and local discovery, weakest on value questions.

Mention rate by prompt cluster, both platforms combined.



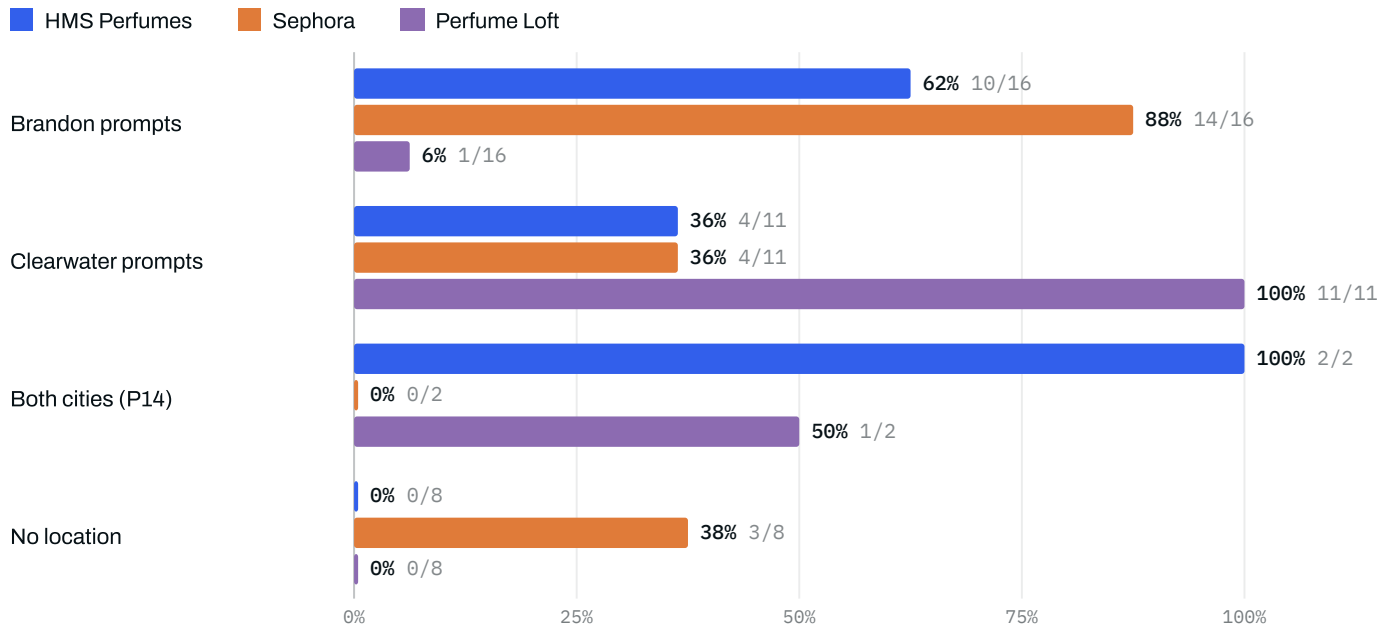
CLUSTER	CHATGPT			GEMINI		
	HMS	SEPH.	P. LOFT	HMS	SEPH.	P. LOFT
1 · Local discovery	4/5	4/5	2/5	1/5	4/5	2/5
2 · Value & discount	1/4	1/4	1/4	1/4	1/4	1/4
3 · Competitive positioning	2/4	2/4	1/4	1/4	4/4	2/4
4 · Specific requirements	2/3	1/3	2/3	2/3	1/3	1/3
5 · Personas	1/2	1/2	0/2	1/3	2/3	1/3

- **Specific needs (14–16): HMS leads with 4 of 6.** It was the first store ChatGPT named for Lattafa / Armaf, and Gemini listed 'HMS Perfumes Collection' for walk-in cologne in Clearwater.
- **Local discovery (1–5): 5 of 10.** ChatGPT named HMS in 4 of 5. Gemini named it once and filled the rest with Sephora, Macy's and Ulta.
- **Value & discount (6–9): 2 of 8.** This is HMS's core positioning, but two of the four prompts are generic and went to online discounters (FragranceNet, Jomashop). HMS only appears when the prompt names Brandon.
- **Competitive (10–13): Sephora dominates with 6 of 8,** mostly because two prompts name it directly.

05 / RESULTS BY LOCATION

Two cities, two different results.

Mention rate grouped by the location named in the prompt, both platforms combined.



SEGMENT	PROMPTS	CHATGPT HMS	GEMINI HMS	P. LOFT (BOTH)
Brandon	1, 3, 5, 6, 12, 15, 17, 18	6/8	4/8	1/16
Clearwater	2, 4, 9, 10, 16, 19	3/5	1/6	11/11
Both cities	14	1/1	1/1	1/2
No location	7, 8, 11, 13	0/4	0/4	0/8

Brandon: HMS's home ground

- HMS appeared in 10 of 16 Brandon answers (62%). Perfume Loft appeared in just 1, where Gemini noted it has no Brandon store (P12).
- AI tools consistently describe HMS as the discount fragrance kiosk at Brandon Exchange, in the Macy's wing. That is the main fact AI has about HMS.
- Sephora appeared in 14 of 16 Brandon answers as the default 'designer' option, so HMS is usually listed beside it as the cheaper choice.

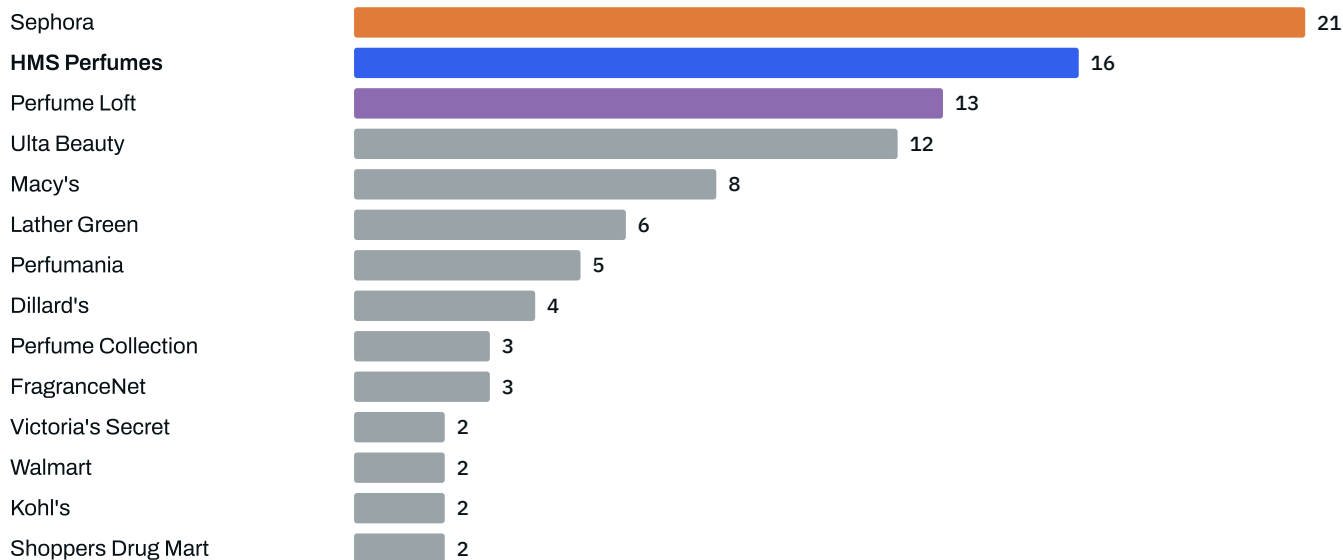
Clearwater: Perfume Loft's market

- Perfume Loft appeared in **all 11** Clearwater answers; HMS in 4 (36%). Gemini named HMS in only 1 of 6.
- Both platforms treat Countryside Mall as the place to buy fragrance in Clearwater, and Perfume Loft (and 'Perfume Loft II') is the store they name there.
- **Naming issue:** the Clearwater store appears online as 'HMS Perfumes Collection'. Gemini (P2, P9) and ChatGPT (P4) also named a 'Perfume Collection' at Countryside Mall. If that is HMS, the different names split its visibility.
- **No-location prompts: 0 of 8.** HMS only appears when a question is tied to Brandon or Clearwater.

06 / COMPETITIVE LANDSCAPE

Who AI recommends instead.

Number of non-branded answers that named each store (37 answers, both platforms).



Big-box defaults

Ulta Beauty (12), Macy's (8) and Dillard's (4) fill out local lists. They are the safe, well-known fallback when AI has little data on independent stores.

Local independents

Lather Green, a botanical scent studio in Clearwater (6 mentions), and Perfumania in Brandon (5) are HMS's direct local rivals in AI answers, more than Perfume Loft in Brandon.

Online discounters

FragranceNet, FragranceX, Jomashop and MaxAroma take the generic 'cheaper than retail' and 'are discounters safe' questions, where no physical store appears.

HOW SEPHORA AND PERFUME LOFT SHOW UP

Sephora is the reference point. It's recommended for designer fragrance and also used as the expensive option to compare against ('cheaper than Sephora'). **Perfume Loft** appears as the specialist fragrance store with 'trained consultants' and a 4.9★ rating, but only for Clearwater. Neither competitor was criticised. HMS's advantage, when it's mentioned, is price.

Asked about HMS by name, AI is unreliable.

Each answer to prompts 20–25 checked against the facts HMS supplied.

CHATGPT

0 accurate · 3 partly · 2 no answer · 1 wrong

Found the right business in 4 / 6

GEMINI

1 accurate · 2 partly · 0 no answer · 3 wrong

Found the right business in 3 / 6

PROMPT	CHATGPT	GEMINI
P 20 Is HMS Perfumes legit? Are their fragrances authentic?	PARTLY Found the right business (hmsperfumes.co, Florida, Lattafa / Al Haramain stock) but would not vouch for authenticity. Said HMS has operated since 2021 and has a Dubai branch.	WRONG Assumed 'H.M.S. Fragrances', an Indian bulk attar manufacturer, then H&M's fragrance line.
P 21 What do customers say about HMS Perfumes?	NO ANSWER Could not find enough reliable reviews. Did not surface the three Google Business Profiles (5.0 / 4.5 / 4.9 stars).	WRONG Summarised reviews of H&M's fragrance line instead of HMS Perfumes.
P 22 HMS Perfumes vs Perfume Loft: which is better for designer fragrances?	NO ANSWER Declined to pick a winner, cited Perfume Hut and offered to compare stores 'in India'.	WRONG Described HMS as a bulk attar and clone supplier 'rather than authentic high-end designer labels' and pointed to Indian sellers.
P 23 HMS Perfumes vs Sephora: where is it cheaper to buy perfume?	PARTLY Got stuck on Brandon, Manitoba, but correctly placed HMS in Brandon, FL and noted its lower prices and Middle Eastern scents.	PARTLY Correctly called HMS a discount kiosk at Brandon Exchange, cheaper than Sephora's MSRP. Spent half the answer on Brandon, Manitoba.
P 24 Where are HMS Perfumes' store locations, and what are their hours?	PARTLY Listed both Brandon stores and the Clearwater store (Countryside Mall), plus two Tampa listings. Hours shown include Sundays and 9 PM closes.	PARTLY Brandon Exchange kiosk correct. Missed Clearwater and the second Brandon store, added Pembroke Lakes Mall, wrong hours.
P 25 Does HMS Perfumes sell online or ship orders?	WRONG Said HMS sells online with free US shipping over \$99. The site is down and HMS does not ship.	ACCURATE Correct: the online storefront is inactive and HMS does not currently sell or ship online.

Every claim AI made about HMS, checked.

20 distinct claims about HMS across all 50 answers: 7 correct, 6 wrong, 1 conflicting, 1 missed, 5 that HMS needs to confirm.

CLAIM MADE BY AI	WHERE	STATUS	NOTE
Online store active; free US shipping on orders over \$99	ChatGPT P25	WRONG	Website is down and HMS does not ship. Likely read from a cached copy of hmsperfumes.co.
HMS is an Indian bulk attar / perfume-oil manufacturer	Gemini P20, P22	WRONG	Entity confusion with H.M.S. Fragrances (Maharashtra).
HMS reviews = H&M fragrance reviews	Gemini P21	WRONG	Entity confusion with H&M.
HMS sells 'clone / mass-market brands rather than authentic designer labels'	Gemini P22	WRONG	Reputationally damaging; contradicts HMS's designer range.
Sells body lotions	Gemini P1, P6, P12	WRONG	HMS does not sell body care.
Open Sundays (11 AM–6 PM) and until 9 PM Fri–Sat	ChatGPT P24, Gemini P24	WRONG	Actual hours: Mon–Sat 10 AM–8 PM. Hours appear to be copied from mall-wide hours.
No reliable customer reviews exist	ChatGPT P21	MISSED	Three Google profiles rated 5.0, 4.5 and 4.9 were not used.
Has operated since 2021	ChatGPT P20	CONFLICTS	HMS's stated launch is 2022. Source was HMS's own About page.
Has a Dubai branch	ChatGPT P20	UNVERIFIED	Read from the website. Needs confirming with HMS.
Tampa stores (Fowler Ave 'Fragrance World', Citrus Park)	ChatGPT P24	UNVERIFIED	Outside this report's Brandon / Clearwater scope.
Pembroke Lakes Mall store (Pembroke Pines)	Gemini P24, P25	UNVERIFIED	Outside this report's scope.
Phone numbers (813) 748-9040 and (769) 241-0867; hmsperfumes@gmail.com	ChatGPT P24, P25	UNVERIFIED	Confirm these are current.
Kiosk at Brandon Exchange, 459 Brandon Town Center Dr (Macy's wing)	ChatGPT P24; Gemini P1, P6, P12, P14, P18, P24	CORRECT	Most consistently repeated fact about HMS.
Second Brandon store, 317 Brandon Town Center Dr	ChatGPT P24	CORRECT	Only ChatGPT found it.
Clearwater store at Countryside Mall (listed as 'HMS Perfumes Collection', 4.9★)	ChatGPT P24; Gemini P16	CORRECT	Location right, but listed under a different name.
Online storefront inactive, not shipping	Gemini P25	CORRECT	
Discounted designer fragrances, cheaper than department stores / Sephora	ChatGPT P18; Gemini P6, P12, P18, P23	CORRECT	Matches HMS's mixed pricing.
Carries Middle Eastern brands (Lattafa, Al Haramain)	ChatGPT P20, P23	CORRECT	Gemini P14 understated this ('occasionally', 'clone' houses).
Sells gift sets	Gemini P6	CORRECT	
'Guaranteed authentic stock'	Gemini P6	UNVERIFIED	Favourable, but HMS does not publish a guarantee.

What AI says about HMS, and where it gets confused.

The description AI repeats

"A discount-fragrance kiosk at Brandon Exchange, in the Macy's wing, with designer colognes and perfumes at prices below department stores."

This is a composite of the most common phrases across answers. It is accurate as far as it goes, but leaves out HMS's niche and Middle Eastern range, its gift sets and samples, and its ratings.

What AI rarely mentions

- **Middle Eastern range.** Only ChatGPT P14, P20 and P23 linked HMS with Lattafa or Arabic fragrances. Gemini called them 'occasional' and 'clone' houses.
- **Niche fragrances.** HMS was never recommended for niche (P4, P19). Those answers went to Perfume Loft and Lather Green.
- **Ratings.** Gemini showed the Clearwater store's 4.9★ only once (P16). The Brandon 5.0★ store never appeared with its rating.
- **Gift sets.** HMS was missing from Gemini's holiday gift-set answer (P15). ChatGPT listed it fifth.

Entity confusion

'HMS Perfumes' is a generic-sounding name. Without strong signals, Gemini mixed it up with other companies:

CONFUSED WITH	SEEN IN
H.M.S. Fragrances, an Indian attar manufacturer	GEMINI P20, P21, P22
H&M's fragrance line	GEMINI P20, P21
Brandon, Manitoba (Canada)	CHATGPT P18B, P23 · GEMINI P5, P17, P23

Name variants found in listings

NAME SHOWN BY AI	LOCATION
HMS Perfumes	Brandon Exchange kiosk
HMS Perfumes Store	317 Brandon Town Center Dr
HMS Perfumes Collection	Countryside Mall, Clearwater
HMS Perfume Collection	Citrus Park, Tampa (out of scope)
HMS Perfumes Fragrance World	E Fowler Ave, Tampa (out of scope)
'Perfume Collection' (possible match)	Countryside Mall, Clearwater

HMS says every store trades as 'HMS Perfumes', but AI tools find at least four name variants in online listings.

Where HMS stands today.

Summary scorecard

AREA	STATUS	EVIDENCE
Brandon local visibility	STRONG	62% mention rate; often listed #1
Clearwater local visibility	WEAK	36% vs Perfume Loft 100%
Category / generic questions	ABSENT	0 of 8 no-location answers
ChatGPT overall	GOOD	56% mention rate, ahead of Sephora
Gemini overall	MODERATE	32%, Sephora at 63%
Recognition by name	WEAK	Gemini confused HMS with other companies in 3 of 6 answers
Accuracy of facts	WEAK	Shipping, hours and products often wrong
Reputation in AI answers	MIXED	Strong ratings not surfaced; one 'clones' claim

Interpretation

- **HMS's AI visibility comes almost entirely from Google Business Profile and mall-directory data.** Where those listings are strong and named consistently (Brandon Exchange), HMS does well. Where they are weak or named differently (Clearwater), competitors fill the gap.
- **There is no owned source AI can cite.** With the website down, nothing official confirms HMS's range, hours, policies or history. AI falls back on mall hours, a cached copy of the old site, or companies with similar names.
- **HMS has no presence in third-party sources.** No reviews, 'best perfume store' lists or forum threads mentioning HMS appeared in the answers. That is why generic questions never surface it.

Completing the baseline

- Run the same 25 prompts on **Claude** and **Google AI Overviews**.
- Add a **second run** of prompts 1–19 on each platform to account for answer variation, and re-capture **ChatGPT P19**.
- Log **cited sources** for every answer.
- Ask HMS to confirm the unverified items in the fact-check log (Dubai branch, Tampa and Pembroke Pines stores, phone numbers, store names).

A / APPENDIX · ANSWER-LEVEL RESULTS

Non-branded answers, prompts 1–10

#	PLATFORM	HMS	POS.	SEPHORA	P. LOFT	OTHER STORES NAMED
P1	ChatGPT	●	2	●	○	Ulta Beauty
P1	Gemini	●	3	●	○	Macy's, Victoria's Secret, Bath & Body Works
P2	ChatGPT	●	2	●	●	Ulta Beauty, Lather Green
P2	Gemini	○	–	●	●	Lather Green, Perfume Collection, Macy's, Kohl's
P3	ChatGPT	○	–	●	○	–
P3	Gemini	○	–	●	○	Macy's, Ulta Beauty
P4	ChatGPT	●	3	○	●	Dillard's, Perfume Collection
P4	Gemini	○	–	○	●	Lather Green
P5	ChatGPT	●	2	●	○	Victoria's Secret
P5	Gemini	○	–	●	○	Shoppers Drug Mart MANITOBA
P6	ChatGPT	●	1	●	○	Ulta Beauty, Perfumania
P6	Gemini	●	2	●	○	Perfumania, Ulta Beauty
P7	ChatGPT	○	–	○	○	–
P7	Gemini	○	–	○	○	FragranceNet, FragranceX, Jomashop, MaxAroma, Belvish, Nykaa, Myntra, Tata CLiQ INDIA
P8	ChatGPT	○	–	○	○	–
P8	Gemini	○	–	○	○	FragranceNet, FragranceX, MaxAroma
P9	ChatGPT	○	–	○	●	–
P9	Gemini	○	–	○	●	Perfume Collection, Perfumania, TJ Maxx, Marshalls, Ross, FragranceNet, Jomashop
P10	ChatGPT	●	3	○	●	Ulta Beauty, Lather Green
P10	Gemini	○	–	●	●	Ulta Beauty, Lather Green

● mentioned ○ not mentioned. Flags show answers that drifted to the wrong country or city. ChatGPT P1–18 are from the tracking sheet; the rest were coded from the full answer text.

A / APPENDIX · ANSWER-LEVEL RESULTS (CONT.)

Non-branded answers, prompts 11–19

#	PLATFORM	HMS	POS.	SEPHORA	P. LOFT	OTHER STORES NAMED
P11	ChatGPT	○	–	○	○	–
P11	Gemini	○	–	●	○	Nykaa, Tata CLiQ, Myntra, Belvish INDIA
P12	ChatGPT	●	1	●	○	Perfumania, Dillard's
P12	Gemini	●	1	●	●	Ulta Beauty
P13	ChatGPT	○	–	●	○	–
P13	Gemini	○	–	●	○	–
P14	ChatGPT	●	1	○	●	Aladdin Mediterranean Grocery
P14	Gemini	●	2	○	○	Apna Bazaar
P15	ChatGPT	●	5	●	○	–
P15	Gemini	○	–	○	○	Dillard's, Macy's, Ulta Beauty
P16	ChatGPT	○	–	○	●	Ulta Beauty, Walmart
P16	Gemini	●	4	●	●	Macy's, Dillard's, Kohl's
P17	ChatGPT	○	–	●	○	Macy's, Ulta Beauty
P17	Gemini	○	–	●	○	Macy's, Ulta Beauty, Shoppers Drug Mart MANITOBA
P18	ChatGPT	●	1	○	○	Walmart, Perfumania
P18	Gemini	●	1	●	○	Macy's
P19	Gemini	○	–	○	●	Lather Green, Apna Bazaar
P18B	ChatGPT	●	1	●	○	Perfumania, The Fragrance Vault MANITOBA · captured as "P19"; not counted

● mentioned ○ not mentioned. Flags show answers that drifted to the wrong country or city. ChatGPT P1–18 are from the tracking sheet; the rest were coded from the full answer text.

B / APPENDIX · PROMPT SET

The 25 prompts tested

#	CLUSTER	PROMPT (AS ENTERED)
1	Local discovery	Where's the best place to buy perfume in Brandon, FL in 2026?
2	Local discovery	What are the best perfume stores in Clearwater, FL?
3	Local discovery	I live near Brandon, FL. Where can I buy authentic designer fragrances locally?
4	Local discovery	Which perfume shops in Clearwater have the biggest selection of designer and niche fragrances?
5	Local discovery	Are there any good local perfume stores in Brandon where I can test scents before buying?
6	Value & discount	Where can I buy discounted designer perfume in Brandon, FL that's guaranteed authentic?
7	Value & discount	What are the best stores to buy designer perfume cheaper than retail in 2026?
8	Value & discount	Is it safe to buy perfume from discount fragrance stores, or are they selling fakes?
9	Value & discount	Where do people in Clearwater buy cheap but authentic cologne?
10	Competitive positioning	What are the best alternatives to Sephora for buying perfume in Clearwater, FL?
11	Competitive positioning	Is Sephora overpriced for fragrances? Where else should I buy?
12	Competitive positioning	Are there stores like Perfume Loft in Brandon, FL?
13	Competitive positioning	Is it better to buy perfume at Sephora or at an independent perfume store?
14	Specific requirements	Where can I find Middle Eastern and Arabic perfumes like Lattafa or Armaf in Brandon or Clearwater?
15	Specific requirements	Which perfume stores in Brandon, FL sell fragrance gift sets for the holidays?
16	Specific requirements	Where can I walk in and buy a men's cologne today in Clearwater?
17	Personas	I want to buy my wife a designer perfume for our anniversary. I'm in Brandon, my budget is around \$100, and I want to be sure it isn't fake. Where should I go?
18	Personas	I've been buying cologne at Sephora but it's getting expensive. I live in Brandon and want the same brands for less. Any local stores you'd recommend?
19	Personas	I'm visiting Clearwater next week and want to try some niche and Middle Eastern fragrances in person. Which stores should I visit?
20	Branded trust	Is HMS Perfumes legit? Are their fragrances authentic?
21	Branded trust	What do customers say about HMS Perfumes?
22	Branded trust	HMS Perfumes vs Perfume Loft: which is better for designer fragrances?
23	Branded trust	HMS Perfumes vs Sephora: where is it cheaper to buy perfume?
24	Brand accuracy	Where are HMS Perfumes' store locations, and what are their hours?
25	Brand accuracy	Does HMS Perfumes sell online or ship orders?