

100 Years of P&F 1906–2006

14

VOL. 31 NOVEMBER | DECEMBER 2006

PERFUMER & FLAVORIST

"That's What We Do": Keeping the F&F Industry Linked

The Allured family has been in the publishing business since 1921, when Earl R. Allured debuted a confectionery industry magazine from his offices in the Chicago Stock Exchange building. In 1949, Earl's son, Stanley E. Allured, joined the business. It was Stanley who, following the family's acquisition of the publication in 1960, assumed the management of *Perfumer & Flavorist* magazine precursor *The American Perfumer*.



Throughout the years, Stan was joined by various members of the family, including his wife, Betty Lou; their three daughters—Nancy, Jean and Janet; and several grandchildren, including Jeb Gleason-Allured, *Perfumer & Flavorist* magazine's current editor.

To this day, at meetings and symposia, people always ask, "How's Stan?" And with good reason. Allured traveled extensively throughout his 40-plus-year career in the F&F industry, from Japan to Turkey to virtually every corner of Europe, leaving in his wake a trail of good friends and respected colleagues. (For many years, he was both the editorial and ad sales head for both the cosmetics and F&F industries—an amazing juggling feat.)

"I started going to some perfumery and flavor chemists' meetings [in 1960]," Allured recalls. "But those were very restricted. Only some were open. Most were members-only. But then I started publishing lots of news about those societies, and they decided, 'Hey, we've got to have him at every meeting.' Of course, I wasn't eligible for membership, but they gave me an honorary membership."

When Allured thinks back on how the industry has evolved, he evokes the perfume business as it was when he first became involved: "It was not a scientific business [back then]," says Allured. "It was a creative business." In fact, he adds, many perfumers believed that advanced chemistry degrees actually could ruin creativity—a notion that may not be entirely lost today.

According to Allured, the force that truly changed everything was "the huge growth in use of perfume by Procter & Gamble, Colgate, Lever Brothers, Dial—the soaps, detergents, etc. [These companies] became bigger customers than Chanel, Avon and Revlon. Perfume companies sold far more tonnage of fragrances for household products." The shift in the industry presented a handicap to traditionalist/nontechnical perfumers, forever changing the nature of the business.

The other major shift in the perfume world was the introduction of synthetics. "Nontechnical perfumers loved the chemicals, but they didn't know how to use them," Allured notes. "To a chemist it was very simple. A technical degree and a scientific degree became much more important."

Perfumer & Flavorist magazine was spun off in 1976 to provide a voice for the F&F industry. One of the first features was an updated GRAS listing titled "Reference List of Flavoring Substances in Use in the United States," an early precursor to *Allured's Flavor and Fragrance Materials (FFM)*.

Of course, the style and nature of the publication have changed over time. "We put more emphasis on personal news in the early days," says Allured, alluding to the birth, marriage, travel and death announcements that once filled the news section. As Allured says, "Everyone [in the industries] knew each other, but they almost never got to see each other." Because information moved so slowly, it was important that the magazine keep everyone up to date on the lives of their colleagues—in a way, *The American Perfumer* was a virtual grapevine along which business, gossip and personal asides traveled. Yet, even in today's information age, *P&F* magazine continues to keep the industry connected.

"There has to be a link," says Allured. "That's what we do."

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1900s

Passage of the **US Pure Food Law** causes much talk and upheaval, leading to a meeting of flavoring extract manufacturers in New York, two years before the official formation of the **Flavor and Extract Manufacturers Association**.

Payan & Bertrand establishes its US branch in New York at 80 John St.



The American Perfumer rails against fragrance counterfeiters in an editorial titled "Commercial Pirates."

This publication expands its name to *The American Perfumer and Essential Oil Review*.

A catastrophic earthquake and tsunami in December 1908 kills approximately 60,000 and nearly wipes Messina, Italy, off the map. The disaster takes a heavy toll on the essential oil industry, both in terms of the human loss of life and the effect on the supply chain (pictured: the ruins of the American Consulate in Messina).



1910s

As World War I rages, the industry struggles with the **War Revenue Tax** on perfumery, cosmetics and toiletry articles.

Antoine Chiris et Compagnie, one of the founding Grasse, France, perfume houses, celebrates its 150th anniversary.

Edward Allen, chairman of **Stafford Allen & Sons** (now **IFF**), passes away.



Dodge & Olcott Co. reaches capital stock of \$1 million and falls under the leadership of its first management board.

Brothers **George** and **Robert Fries** establish **Fries & Fries**, manufacturer of flavor extracts and perfume synthetics.

Abel Gattefosse, commercial director of **Gattefosse & Fils**, is slain in World War I.



1920s

Despite the **US Tariff Act of 1922**, French perfume continues to dominate US domestic sales. Houses **A. Bourjois & Co.**, **Kerkoff & Co.**, **Houbigant**, **Coty** and others report sales increases of 30% and above. To accommodate rising sales, A. Bourjois & Co. establishes a US manufacturing base.

Grasse, France, firm **Roure-Bertrand Fils** (now **Givaudan**) celebrates its centenary. Toasting the occasion, company principal **Jean Amic** said, "In 1820 there stood at a very short distance from this spot a small shed with two small stills over an open fire, a small hand-press, and a small tank for orange flower water. From this rudimentary plant the firm of Roure-Bertrand Fils grew."



Mergers are nothing new

The word on everybody's lips these days is "mergers." Who's going to buy who? Who's putting themselves up for sale next? Is this going to harm the industry irreparably?

It turns out that this dilemma is nothing new to our pages. In 1928, the editors of *The American Perfumer and Essential Oil Review* discussed "The Merger as an Economic Problem." Examining the pros and cons, the magazine exuded unease: "The opponents urge that competition will be too seriously restricted;

that the labor adjustment involved will be dangerous and possibly harmful; that the elimination of the small manufacturer will injure him personally, his employees and his community; and that the economies effected [sic] will not be passed along to the public but retained by the few ... Nothing has been said as to the effect of mergers upon the sellers of raw materials and supplies. That they have already been felt in some quarters and that they will be felt to an increasing degree if the recent business trend is continued, is self-evident."

Perfumer and **House of Houbigant** partner

Robert Bienaime visits the United States to check on the company's North American interests. Bienaime's scents included *Oeillet* and *Quelques Fleurs*, an early multifloral perfume that has since been relaunched in reformulated form.



Francois Coty makes his first visit to the United States.



US Prohibition laws wreak havoc on legitimate alcohol users, such as the domestic perfume industry.

Bertrand Freres opens a new plant in Grasse, France.



Melvin De Groot, of the **Mellon Institute of Industrial Research** of the **University of Pittsburgh**, presents

"Some Aspects of Chemical Research in the Flavoring Extract Industry" at the annual meeting of the Flavoring Extract Manufacturers' Association, highlighting the advantages of cooperative research performed by business firms. How important is Melvin De Groot to contemporary chemistry? According to *Time* magazine, this prolific and influential chemist held 925 patents throughout the course of his lifetime, second only to Thomas Edison. His prolific career took interesting turns in the auto industry, the US Chemical Warfare Service, and Procter & Gamble. For a time, he was a regular fixture in these pages.



A.L. van Ameringen, eventual founder of **IFF**, incorporates his company as **van Ameringen Inc.**

Danisco precursor **I/S Grindstedvaerket Co.** is founded by **Christen Lundsgaard**.

The US-based **Manufacturing Perfumers' Association** engages in a publicity campaign to "induce a preference for American-made perfumes," a perennial challenge for the domestic industry.

W.M. McCormick, founder and president of **McCormick & Co.**, passes away at the age of 68.

A.L. van Ameringen forms a partnership with **William Haebler**, forming **van Ameringen-Haebler Inc.**, a precursor to **IFF**.

1930s

Ernest Guenther travels extensively, studying essential oils all over the globe, including Hungary (*Matricaria chamomilla*, clary sage, marjoram, peppermint, juniper, dill); French Guinea (orange); Zanzibar (clove buds and stems); and Madagascar (ylang-ylang).

FEMA negotiates with the **US Federal Specifications Board** to reduce the alcoholic content of vanilla extract from 40% to 30%.

Eugene Charabot, president of **Charabot et Cie.**, passes away.

Rhodia Chemical Co. founder **Max Mueller** passes away.

US Sen. **Royal Copeland** reports on the new **Food, Drug and Cosmetic Law**.

Chuit, Naef & Cie. (now **Firmenich**) founder **Jean Phillipe Chuit** passes away.

Belmay Fragrances is founded.

A.G. Nickstadt founds **Noville Products** (now **Firmenich**) in New York.

Alexander Katz examines emerging Russian sources of *Juniperus polycarpus*, *Glycyrrhiza uralensis*, *Salvia spinosa*,

Firmenich & Cie. perfumer **L. Ruzicka** is awarded the 1939 Nobel Prize for his work on polycyclic compounds. According to the announcement then posted in *The American Perfumer*: "His researches have resulted in the synthetic production of the male sex hormone, Testosterone, presently the subject of wide studies in the medical field. To perfumers in the United States, Professor Ruzicka was already well known as the discoverer of the musk-like C 15 lactone marketed in the trade as Exaltolide and of the new ionone, Parmone, made available to perfumery in the Naef specialty, PermantHEME."

Hypericum perforatum and *Origanum vulgare*.

Henry Pfaltz, co-founder of **Pfaltz & Bauer**, passes away. In 1938, co-founder **Frank Bauer** passes away.

Polak & Schwarz celebrates 50 years in business.

As World War II gears up, companies such as **Fritzsche Bros.** discontinue price lists and scale down quantities due to erratic market conditions.

Harriet Hubbard Ayer, called America's first beauty writer (her columns appeared in the *New York World*), debuts her perfume *Pink Clover* via the air-conditioning system of Chattanooga, TN's Miller Bros. department store and Tivoli movie theater—an early experiment in retail environmental fragrance. Ayer also was the onetime president of **Bourjois Inc.**

1940s

World War II leads to supply shortages for flavor and fragrance companies because of worsening shipping conditions, slowed production due to demand for man power, and increased attention being placed on war materials and essentials for living. In 1944, wartime scarcity prompts peppermint cultivation in Canada, and forces more companies to turn to synthetic versions and substitutes of once easily obtainable materials (such as cinnamon).

Most women pay 76 cents–\$1 for their perfume, and the top fragrance of the time is **Bourjois' Evening in Paris**.

Founded in 1798, the essential oil house **Dodge & Olcott** celebrates its 150th anniversary in 1948. (In the 1960s it acquires Fritzsche Brothers to become FDO, and eventually it becomes a part of Givaudan.)

P. Robertet & Cie. opens a branch, **P. Robertet, Inc.**, in New York in 1948 to handle its growing business. The American company is led by **Jean Maubert**, son of Maurice Maubert, and **Shaw Mudge**, son of Author Mudge.

The first motion picture to have accompanying fragrances shows in Berne, Switzerland, on Dec. 27, 1939. The film utilizes 4,000 different smells that are distributed through "smell aerials" throughout the room.

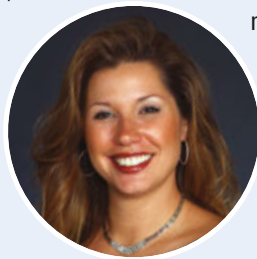
Fritzsche Brothers Inc. (now Givaudan) honors president **Frederick H. Leonhardt** on April 15, 1944, for 50 years of service with the company.

Louis Roure, chairman of the board of **Société Anonyme des Bertrand Fils & Justin Dupont**, passes away on Dec. 26, 1947. Roure was born on Sept. 15, 1876, in Grasse, France, where his father, Louis Maximin Roure, succeeded in manufacturing the first concrete essences that stimulated the rapid expansion of the perfume industry in Grasse. Roure-Dupont Inc. was acquired by Roche in 1964, and then in the 1990s merged with Givaudan.

According to **A.L. van Ameringen**, perfumer and president of **van Ameringen-Haebler, Inc.**, the perfume industry in the late 1940s suffers from dwindling sales

Future of Fragrance: the ASP

The **American Society of Perfumers (ASP)** is a not-for-profit organization founded in 1947, with a current membership of approximately 300 “full member” perfumers. The ASP has officers and a board of directors who are voted into office by the membership. The main goal of the ASP is to foster and encourage the art and science of perfumery in the United States, while promoting professional exchange and a high standard of professional conduct within the fragrance industry.



The mission of the ASP is to bring together a group of specialized professionals who work in a very unique and challenging industry. The members lend each other support and form a special sort of camaraderie. Knowledge that sometimes can be learned only through time and experience has been passed down from the charter members of 1947 to the current members and, in time, will be passed down to the generations of perfumers yet to come.

Changes: The fragrance industry has changed in many ways since the ASP’s inception. Today, technology is playing an increasingly important role in pushing fragrances to a new level. For every new base or delivery system there are new rules. Perfumers no longer are well-versed in all fragrance systems, but, rather, specialize in one or two areas of products.

Regulatory issues were not of concern in 1947, while today there are many different regulatory bodies all trying to control what consumers are exposed to. Consumer usage, occupational health and safety guidelines, and environmental impacts are all factors that must be considered when creating perfumes today. This has become a great challenge for the fragrance industry. Perfumers constantly are learning new rules and ways to make fragrances in order to abide by these regulations. All the while, new ingredients are appearing on the scene in order to replace restricted or banned items.

What’s next?: What very well may prove to be the most concerning trend is the continuing depletion of the smaller fragrance houses. The mega fragrance houses keep buying smaller competitors, and the important question is: Where will it end? Some people think it signifies the end of the smaller fragrance houses, but others see it as the entrepreneurial opportunity of this decade. There could be an explosion of new fragrance companies aimed at the needs of small to midsize customers. It will be interesting to see what happens on this front within the next few years.

At the same time that the industry is transforming, The American Society of Perfumers also is facing changes. With perfumers’ jobs becoming more demanding, they have less time to volunteer with the ASP, and, consequently, we have to seek other avenues for support. This could mean opening the membership to other fragrance industry professionals or creating area chapters so that perfumers throughout the country can become more involved. The only certainty is that perfumers are uniquely talented and skilled people, and there always will be a need for them and the ASP.

—Angela Kohut, president

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and an ever-increasing cost of distribution. In addition, he believes that the majority of women still view perfumes as "precious" and for use only on special occasions.

1950s

Houbigant celebrates its 175th anniversary in perfumery. Founded in 1775 as a glove and perfume manufacturer and selling establishment, the company once catered to the likes of Queen Marie-Antoinette, Napoleon I and Queen Victoria. The company was acquired by Dana Classic Fragrances in 1999.



The **FMC In-Line Extractor** is introduced to simultaneously extract juice and oil from citrus fruits. This new method replaces the use of the Pipkin roll extractor, Pipkin juice extractor and Fraser-Brace extractor.



Maurice Robertet and **E.P. Meunier**, of **P. Robertet et Cie** (Grasse, France), develop a new method of extracting floral oils using butane gas. Shaw Mudge, manager of the American branch P. Robertet, Inc., explained, "By employing the new method, a more delicate and more faithful odor results. The problem of floral waxes does not occur in the new process, and it is so efficient that floral oils produced by it are reasonably priced. Moreover, it makes possible the extraction of oils from exceedingly delicate flowers such as lily of the valley, lilac and honeysuckle."

Givaudan publishes its *Givaudan Index*, the largest compilation of synthetics and

isolates. The *Index* includes the trade name, empirical formula, molecular weight, chemical names, physical and chemical characteristics, and notes on stability, storage and uses for each material. The publication of the book commemorates Givaudan's 50-year anniversary and its American branch's 25th anniversary.

The **Indian Perfumer** begins publication in 1958, which delves into the essential oil industry of India with technical papers, meeting proceedings, etc. The journal is published by the Essential Oil Association of India.

Dragoco, Inc. (Holzminden, Germany) establishes a US division with offices in New York. Founded in 1919, the company merged with Haarmann & Reimer in 2003 to become Symrise.

International Flavors & Fragrances Inc. forms in 1958 when US-based **van Ameringen & Haebler, Inc.** (founded in 1917) merges with the Dutch company **Polak & Schwarz** (founded in 1889).

In 1958, the **US Food and Drug Administration (FDA)** passes the **Food Additives Amendment**, which states that any substances added to food must obtain pre-market approval.

1960s

The **British Society of Perfumers** is founded in 1963. The following officers were elected: president R. Favre, vice president S.G. Field, treasurer H.V. Ward and secretary J. Pickthall.

In 1966, **A. Boake, Roberts & Co.** merges with

W.J. Bush & Co. Ltd. and **Stafford Allen & Sons Ltd.** to form **Bush Boake Allen Ltd.** The new company has 25 factories in 14 countries. [International Flavors & Fragrances (IFF) acquires Bush Boake Allen in 2000.]

The **FEMA Expert Panel** forms to evaluate the safety of all natural and synthetic flavor additives used in foods. In 1965, the first GRAS (generally recognized as safe) listing of flavor ingredients (GRAS 3) is published.

The **Research Institute for Fragrance Materials (RIFM)** is established in 1966 to provide the fragrance industry with a safety basis for the raw materials used in perfumes.

Henry G. Walter is elected president of **International Flavors & Fragrances Inc.** He succeeds A.L. van Ameringen.

Perfumery & Flavoring Synthetics, by **Paul Bedoukian**, is selected by *Library Journal* as one of the best 100 science/technical books in 1967.

Dragoco Inc. opens a subsidiary in Spain (**Dragoco S.A.**) and a liaison office in Japan (**Dragoco Japan**). (In 2003, Dragoco merges with Haarmann & Reimer to form Symrise.)

Givaudan Corp. forms new companies in Hamburg, Germany, (**Givaudan G.m.b.H.**) and Bogotá, Columbia, (**Givaudan S.A.**).

Xavier Givaudan passes away on July 16, 1966, at the age of 99. He was the co-founder of



Givaudan and for many years served as the chairman of the board of **Givaudan Corp.** in the United States.

1970s

Frizsche Dodge & Olcott Inc. opens a 75,000-square-foot plant in Mexico, enlarging its international facilities. (In the 1990s, Givaudan acquires FDO.)



The **American Society of Perfumers** celebrates its 25th anniversary on June 10, 1972.

Roure Bertrand Dupont Ltd. forms in 1972 to market Roure fragrance products in the United Kingdom.

The **Chemical Sources Association** is founded in 1973.

Monsanto Flavor/Essence Inc. starts up a new aroma chemicals manufacturing unit in St. Louis. (Bush Boake Allen purchases Monsanto Flavor/Essence Inc. in 1978, and IFF acquires Bush Boake Allen in 2000.)

Haarmann & Reimer celebrates its 100th anniversary in 1974. Haarmann & Reimer merges with Dragoco in 2003 to form Symrise.

1976

Cosmetics & Perfumery magazine divides to become **Cosmetics & Toiletries** and **Perfumer & Flavorist** magazines. The first issue of *Perfumer & Flavorist* magazine is published in February 1976. In this issue, Brian Lawrence's column (then called "Recent Progress in Essential Oils") begins.

Chart Corp. is founded by **Arthur C. Curran**

SFC: More Than 50 Years of Expertise

The Society of Flavor Chemists (SFC) is a not-for-profit organization dedicated to the advancement of flavor technology and related sciences. Since its inception, the SFC has been the lifeblood of the flavor industry: We strive to increase and disseminate scientific information through meetings, lectures, newsletters and symposia. These activities are run by dedicated volunteer members who lend their time and expertise to the smooth and efficient operation of each one of these endeavors.

By sponsoring a fellowship through the **Institute of Food Technologists**, and by setting high ethical, professional and educational standards, we attain our goal of improving the qualification of flavor scientists. Our mission is to further the interests and recognition of flavor scientists while maintaining the exchange of ideas and new developments in flavor research and technology.

Membership: Our members are primarily chemists and food scientists, but there are also members from other scientific backgrounds, as well. Flavor chemists (also known as flavorists) develop flavors for a wide variety of food and pharmaceutical products using creative and artistic talents, along with various analytical tools, including gas and liquid chromatography. To become an apprentice member of the society, the candidate must complete an approved five-year apprenticeship period with a review. Certified members must complete an approved seven-year apprenticeship period, as stipulated in our bylaws, and then pass a review by the membership. Once they are retired, certified members may choose to become an emeritus member. We also have honorary memberships for those individuals outside the society who are in sympathy with its objectives and who have rendered distinctive service to it or to the flavor industry. The majority of our members are based primarily on the East Coast (New York, New Jersey, Philadelphia), with the remainder in the Midwest (Chicago, Milwaukee, Cincinnati) and California.

Organization: The officers of the SFC consist of president, vice president, treasurer and secretary, and are elected at the annual meeting of the members by a majority vote. The retiring president automatically becomes chairman of the board. No more than one of these officers can be employed by the same flavor manufacturing organization.

History: Our society was established in 1954 by a small group of dedicated flavor chemists. The first meetings were held in a quiet corner of a small restaurant in lower Manhattan. There were only 23 charter members when the SFC officially came into existence. Later on, in 1959, we became incorporated in the state of New York, where most of the flavor industry was centered. It was at this time that our articles of incorporation were drawn up and our current bylaws written. As the membership grew, meetings were moved further uptown in Manhattan

to the Chemist Club. Several years later, in 1973, we applied for nonprofit status, which we continue to hold today. Over time, the flavor industry slowly migrated out of New York state. As a result, our membership grew significantly in New Jersey, eventually spreading into the states of Ohio, Indiana, Illinois, Wisconsin and California. (Today, the SFC meets seven times a year: four meetings in Newark, NJ; two in the Midwest (Cincinnati and Chicago); and one in Anaheim, CA.) Current membership stands at more than 500.

Getting involved: Because the SFC was founded to foster and encourage the art and science of flavor technology, promote professional discourse, and assist and advocate sentiments of friendship and common interests among members of the society to support and maintain a high standard of professional conduct, we hold educational sessions at which there are guest speakers who discuss topics pertinent to the flavor industry. Because these educational gatherings are open meetings, interested persons are cordially invited to attend. To this end, the SFC maintains a Web site, www.flavorchemist.org, to publish and distribute news, periodicals, and other papers relating to such subjects and objects of this society.

—**Mariano Gascon, president, SFC,
and flavor lab director, Wixon, Inc.**

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and **Charles F. Blum** to process and market vanillin and other natural products.

The American Society of Perfumers (ASP)

presents a posthumous award of recognition to **Arnold L. van Ameringen**, founder and first president of **IFF**. van Ameringen started his own perfume and flavor supply company in 1918. It merged with Morana Inc. in 1929. He served as president and chairman of the board of **van Ameringen-Haebler Inc.** until 1956, when it merged with **Polak & Schwarz Essencefabrieken N.V.** to form **IFF**.



Ernest Shiftan (senior vice president of **IFF** and director of perfumery development) passes away on Dec. 2, 1976, at the age of 73. Shiftan, one of the world's most renowned perfumers, joined **IFF** in 1939, when the company was called **van Ameringen-Haebler Inc.**



1977

The **Essential Oil Association** (EOA) of the United States observes the 50th anniversary of its founding. To honor the occasion, it publishes a book titled *Five Decades of Fragrances & Flavors*.

Givaudan conducts a study on the use of fragrance by men. It finds that 79% of males use fragrance, with men ages 35–44 using the most.



The **International Federation of Essential Oils & Allied Trades** (IFEAT) is founded in London to deal with the worldwide essential oils trade.

1978

Pollena-Aroma celebrates the 100th anniversary of the full synthesis of phenylethyl alcohol by striking a medal of **Bronislaw Radziszewski**.

Tatsuo Moroe, senior executive vice president of **Takasago**, receives the Purple Ribbon Medal from the Japanese government for his contribution to Japan's perfumery industry for 41 years. The Purple Ribbon Medal is the second-highest national award given in recognition of scientific achievement.

The **British Society of Perfumers** (BSP) establishes a formalized perfumery

education program for young perfumers, including a comprehensive lecture course in five weekend sessions.

1979

Bush Boake Allen Inc. acquires **Monsanto Flavor/Essence Inc.** Included in the purchase is a group of synthetic aroma chemicals produced by Monsanto for the fragrance market.

Universal Fragrance Corp. (an affiliate of Universal Flavor Corp.) purchases the operating assets of **Albert Verley & Co.** (South Plainfield, NJ) and **Aromatics International Inc.** (Marietta, GA).

The **American Society of Perfumers** (ASP) and **Perfumer & Flavorist** magazine send 26 perfumers to Grasse, France, on a seven-day tour of the region.

1980

At the 53rd Annual Meeting of the **Essential Oil Association** (EOA), members vote to disband the organization and terminate its activities. The **Fragrance Materials Association** (FMA) is formed to continue the activities of the EOA and represent the interests of fragrance materials suppliers.

Ernest Guenther (former senior vice president and director of **Fritzsché Dodge & Olcott**) passes away on Jan. 3, 1980, at the age of 84. (See "Ernest Guenther" sidebar below, for more on his life and works.)

IFF reorganizes from regional divisions to functional divisions to form **IFF Flavors** and **IFF Fragrances**. **IFF Flavors** is headed by **Harry Fields**, while **IFF Fragrances** is run by **Juan M. Jarvis**.

Main Innovator: Ernest Guenther (1896–1980)

A world-famous scientist, author, lecturer and traveler, **Ernest Guenther** received his PhD in chemistry at the University of Zurich, Switzerland, having studied under Nobel Prize winners Alfred Werner and Paul Karrer. He joined **Fritzsché** as a chemist in 1924 and became technical director of the company in 1949.

Guenther spent a great deal of his time traveling throughout the world for the company to investigate sources of essential oils, and to advise the producers on the improvement of production methods and



the quality of their products. His goal was to develop the most reliable and dependable sources of raw materials.

One of the greatest contributions Guenther made to the industry is his six-volume treatise, *The Essential Oils*. This series of volumes resulted from his lifetime of travel and study of essential oils, and his gathering of authentic samples directly from growers and processors.

Guenther also published more than 150 articles in leading trade journals throughout the world. The motion pictures and lectures he prepared educated a generation of perfumers and users of essential oils in the history of these products, as well as the problems and development in their production. Awards were presented to Guenther by such groups as the Society of Cosmetic Chemists, The American Society of Perfumers, The Oregon Mint Growers and the Society for Economic Botany. Guenther died on Jan. 3, 1980, at the age of 84.

1981

American Aromatics Inc. celebrates its 30th anniversary as a manufacturer of fragrance chemicals, perfume specialties and fragrance compounds.

Synfleur (a subsidiary of Nestlé Co.) acquires **Creative Perfumers**, whose operation is consolidated with Synfleur's new manufacturing site in White Lake, NY.

Pollena-Aroma celebrates its 25th anniversary as the sole manufacturer of aroma chemicals and fragrance compounds in Poland.

IFF constructs a new 280,000-square-foot plant in South Brunswick, NJ, to replace its manufacturing facility in Teterboro, NJ.

1982

Paul Manheimer (J. Manheimer Inc.) passes away on Jan. 11, 1982. Manheimer joined the company in 1929 and was active in the business for 52 years.

Custom Essence Inc. launches with **Felix Buccellato** as president and perfumer. Raman Patel is vice president and perfumer, while Margaret Folgore is director of purchasing.

Haarmann & Reimer constructs a new 42,000-square-foot facility to house its flavor manufacturing.



1983

Paul Jellinek passes away on Oct. 28, 1983, at the age of 85. First involved with perfumery in the early 1920s, Jellinek worked at **Haarmann & Reimer** and then for **PFW** until retiring in 1967. He is known to the industry as a leading perfumer, teacher and pioneer in exploring the psychological dimensions of perfumery.

Guy Robert is awarded the Hackforth-Jones Award for outstanding work in creative perfumery. Robert created such perfume classics as *Madame Rochas* and *Gucci*.

Bell Flavors & Fragrances Inc. completes the acquisition



of **Synfleur**, manufacturer of flavors and fragrances owned by Nestlé.

1984

Takasago Corp. USA is established in Teterboro, NJ, to develop the company's flavor business and raw materials manufacturing activities in the United States.

Fritzsche Dodge & Olcott's subsidiary in Japan expands its creative labs and manufacturing facilities.



Henry H. Ottens Manufacturing Co. celebrates its 100th anniversary. Henry H. Ottens founded the company and ran it until his death in 1932.

Industry Profile: the BSF

For almost 40 years, the **British Society of Flavourists** (BSF) has brought together flavorists, technologists, and marketing and sales personnel under one umbrella. Although the organization clearly wouldn't exist without the industry, honorary treasurer Jack Knights emphasizes, "The important thing about the BSF is that it's a society of individuals."



Sponsoring everything from wine tastings to educational lectures throughout the United Kingdom, the organization provides a forum for academia and networking. The BSF also offers junior flavorists the opportunity to take a flavorist training course at Reading University. In addition, the organization co-sponsors events with the **British Society of Perfumers** and has members in common with the **British Essence Manufacturers Association**.

The BSF's largest event, of course, is its annual Gala Night, which takes place in central London and draws about 400 people who are, according to Knights, "mainly from the flavor-using industries."

We recently spoke with Knights, who has participated in junior flavorist training. He offered us these insights into the changing nature of the flavor industry.

On natural vs. artificial: "There has been a tendency toward a requirement for the creation of natural flavorings—mainly nature identical (or, by American standards, artificial flavorings).

"I think the other thing that's happened in Europe is the increase in the amount of regulatory information required and the difficulty of trying to keep up with continually changing requirements. There's a major change likely to happen in the next several years in which the definition of nature identical will disappear—we're no longer going to have nature identical as one of the characteristics of flavoring materials. It's going toward the American system of having just naturals and artificials, and it's unlikely to be generous in terms of the definition of natural."

Allergens: "There have been problems with trying to make flavors that have nonallergic materials in them. There is now a list of materials that have to be declared as allergens in Europe. It's quite difficult, when you've got materials such as mustard, celery and soy, to make flavors that you genuinely can say don't contain any materials that have allergic potential."

The challenge of GMO-free: "The flavor industry uses products on a worldwide source basis, and sometimes it's quite difficult to know where they come from. It is very hard to ensure that certain commodity materials—such as maize and maltodextrin derived from maize—have not been made from genetically modified material."

p&f

Organization Profile: IFEAT

In 1976 Ron Neal, **The International Federation of Essential Oils & Aroma Trades'** (IFEAT) founder, assembled a steering committee of traders, brokers and end users of essential oils to form an international federation of essential oil producers, merchants and aromatic chemical manufacturers. The broad aim of this organization was to promote international trade, to agree to terms of conducting business worldwide, to liaise with appropriate government and other official bodies worldwide, and to organize international meetings. Today, the organization has 270 members from 40 countries. IFEAT maintains its early objectives, while continuing to promote global trade, liaise with governmental bodies worldwide to protect its members' interests and host an annual conference highlighting differing geographical production throughout the world.



Times of change: The industry has changed radically since IFEAT began. There are far fewer traders and merchants, and companies have become internationally focused. A global market truly has become a reality. Our trade today requires considerable documentation in order to comply with industry standards and governmental policies. Legislation is stricter than ever before, and quality standards are increasingly higher, as technology has advanced. The world has shrunk enormously as advancement in communications has been achieved.

IFEAT continues to offer its members an international forum, providing updated production information and assistance in fighting unrealistic legislation proposals, and focusing our conferences in crucial geographical areas. The organization's role always has been to encourage knowledge of both natural and synthetically produced materials throughout the world by sponsoring educational courses in both flavor and fragrance, and by hosting its yearly conference in locations around the globe.

Regulatory challenges: The industry today is facing many difficult regulatory challenges. IFEAT and its members have been lobbying hard to ensure that the industry has an opportunity to voice its concerns. For example, with the European Union's REACH proposal,

IFEAT tries to eliminate potential restrictions within our trade and to protect the ultimate growth of our industry. The organization will continue to follow this path in order to try and protect the free trade of our many natural and synthetic materials for the benefit of our global members.

Production changes: Essential oil production still is considered to be fairly traditional, but the movement of the production and supply of products throughout the world has had a major impact on the industry. For example, 25 to 30 years ago, Brazil was the major and ultimate source of cornmint oil and its various derivatives, including natural menthol. China entered this market in the late 1970s and early 1980s, and succeeded in taking over the prominent global supply base. Today, yet another geographical shift has made India the predominant source of supply of these materials. This is only one example of the continuing shift in supply. This ever-evolving geographical production base continues to alter the importance of specific nations and continents.

Global customer: Outside of changing geographical production, our industry also has seen the emergence of the global customer. End users of essential oils and aroma chemicals have expanded their activities to include a widely diverse production base across the globe. This poses sometimes significant obstacles to many small essential oil producers in meeting the ever-increasing requirements and diversity of destination of our global customers. Added to this, the competitive nature of the business has brought its own challenges—particularly when working with natural materials that experience times of shortage following natural and man-made disasters.

There is no question that the essential oil industry will continue to evolve, the supply of raw materials will continue to move to new and emerging nations, and technology and legislation will continue to burden producers to a greater extent.

With these global objectives squarely in mind, IFEAT will keep on evolving to meet the challenges of the industry wherever and however they occur, and to support and educate our expanding membership. The efforts made by our federation will go on focusing on our members and offering information, support, education and an opportunity to network in a global arena. We are confident that the success of IFEAT will continue to reinforce the ideals set by our founder and the early executive committee, and we look forward to serving our membership throughout the coming years.

—Katrina Neale, chair and executive



1985

V. Mane Fils expands to the United States with the construction of a \$3 million headquarters and manufacturing facility in Wayne, NJ.

Bell Flavors & Fragrances acquires **Ritter International**, a manufacturer of flavors, fragrances and aroma chemicals in Los Angeles.

1986

Haarmann & Reimer Corp. purchases the aroma esters business of **Monsanto Co.** This includes the current businesses, technical expertise, inventory, limited transfer of tangible assets and a manufacturing agreement.

The US headquarters of **drom international** opens in Towaco, NJ. It includes offices, labs and a semiautomatic compounding facility.

Universal Foods Corp. completes the acquisition of **Universal Group Ltd.**, one of the largest privately owned flavor companies in the United States, with sales of \$75 million.

1987

Annette Green (executive director of **The Fragrance Foundation**) receives the biennial Hackforth-Jones Award from Charles Miller-Smith (chairman of PPF International). Green is recognized for her outstanding contribution to the promotion of the fragrance industry during the 25 years that she has been executive director of The Fragrance Foundation.

The first **World Perfumery Congress** is announced and will be held February 2–5, 1988, in New Orleans.

PPF International and **Naarden International** merge to become **Quest International**, operating in 27 countries and trading in more than 80 national markets. Total sales for Quest are expected to be about \$600 million for 1987. The corporate headquarters are in Naarden, Holland.

Noville Fragrances & Flavors acquires **Universal Fragrance Corp.** All Noville manufacturing has moved to the Universal Fragrance plant in New Jersey, while all the Universal Fragrance R&D and administration have moved to Noville's facilities in North Bergen, NJ.

1988

Royal Essence Ltd. is established for the creation of fragrances and flavors.

An investment program of \$50 million is established by **Firmenich**. A large part of the funds will be dedicated to a new plant for the manufacture of aroma chemicals on an 18-acre site

in Port Newark, NJ. Firmenich acquires **Chem-Fleur**, a private aroma chemicals manufacturing company, with facilities in Newark, NJ, and Puerto Rico.

Oxford Organics Inc. is established as the American subsidiary of **Oxford Chemicals Ltd.** and is located in Bloomfield, NJ.

Fragrance Resources Inc. is formed by the Horst Gerberding family.

1989

Haarmann & Reimer opens a new aroma chemicals manufacturing facility in Charleston, SC, to produce a variety of aroma chemicals and UV absorbers for use in perfumes, flavors and sunscreen products.



After more than 100 years in operation, **RC Treatt & Co. Ltd.** becomes **Treatt PLC** because its shares now are listed on the USM market in London.

IFF celebrates its centennial since **Leopold Schwarz** and **Joseph Polak** started **Polak & Schwarz**. In 1958, Polak & Schwarz merged with van Ameringen-Haebler Inc. to form IFF.

Gerard Mosciano (upper right in picture), with the help of Susie Sadural, Michael Fasano and Judith Michalski, publishes the first "Organoleptic Characteristics of Flavor Materials" column.



1991

Jakarta, Indonesia, plays host to the **International Federation of Essential Oils and Aroma Trades**.



Perfumer **Harry Cuttler** (*Charlie* and *Giorgio*) passes away.

Roche Holding's Givaudan and **Roure** affiliates form a single F&F house: **Givaudan-Roure**.

CPL Aromas acquires **Sarant, PMS** and **Gerard J. Danco International**.

Grau Aromatics turns 100.

Pollena-Aroma is established by the majority of employees of the former Polish state-owned factory.

Florasynth (now **Symrise**) acquires the fragrance compounds business of **Sanofi Bio-Industries**.

Firmenich purchases food and beverage flavor entity **MCP Foods**.

Malloarca, Spain, hosts the **World Perfumery Congress**.



1992

PFW (formerly Polak's Frutal Works) is dissolved by parent company **Hercules**; fragrance operations are absorbed by **Haarmann & Reimer** (now **Symrise**).

IFF acquires dairy expert **Auro Tech**.

Vienna, Austria, hosts the 12th **International Congress of Flavors, Fragrances and Essential Oils**.



Shaw Mudge & Co. purchases **Knapp Products'** fragrance division.

Takasago purchases the American **De Laire** operation; De Laire's original French company was sold to **Florasynth** (now **Symrise**) some 10 years previously.

Bush Boake Allen (now **IFF**) acquires **Texas Laboratories**.

The **American Society of Perfumers** celebrates its 50th anniversary.

1993

Universal Flavors (now **Sensient**) acquires Italian flavor manufacturer **Curt Georgi Imes**.



Noville co-founder **Alfred Moeller** passes away; the company has since been acquired by **Firmenich**.

Dragoco (now **Symrise**) goes public.

Bell Flavors & Fragrances acquires **Miltitz Duft und Aroma GmbH**, birthplace of the modern aroma chemical, flavor and fragrance industry.

1994

Frutarom completes its acquisition of **Meer Corp.**, **Baromatic** and **Meer**.



Laboratoire Monique Remy (now **IFF**) celebrates its

10th anniversary with a party at La Coupole, of the Magasin du Printemps in Paris; **Monique Remy** (above, left) was joined by **Marguerite Wytenhove**.

The **World Perfumery Congress** comes to Scottsdale, AZ; attending are (from left): **Bernard Ellena**, **Geraldine O'Keefe** and **Francois Cabnis**.



The **International Federation of Essential Oil and Aroma Trades** holds its annual meeting in Avignon, France.

1995

Istanbul, Turkey, plays host to the 14th **International Congress of Flavours, Fragrances and Essential Oils**.

Robertet purchases **Novarome**.

Yule Catto & Co. acquires **Oxford Chemicals**.

Firmenich buys **Aroma & Flavor Specialties**.

1996

Lluch establishes **Auram**.

Cultor (now **Danisco**) acquires **Pfizer's** food science group.

Haarmann & Reimer and **Florasynth** merge.

Flavor Safety: FEMA

The **Flavor and Extract Manufacturers Association** of the United States (FEMA) has been serving the flavor industry for almost 100 years, with our centennial celebration planned for 2009. It is the oldest and largest national association of the flavor industry, with more than 100 current member companies. Working together, FEMA member companies promote a wide range of industry activities to support the safe use of flavors.



Beginnings: Recent organizational changes have resulted in some of the industry's scientific projects falling under the management of the International Organization of the Flavor Industry (IOFI). However, the IOFI scientific program continues FEMA's consistent and scientifically valid approach to safety evaluation of flavor ingredients. This approach began in 1958, when Congress passed the Food Additive Amendments to the Food, Drug & Cosmetic Act. Following the passage of these amendments, FEMA worked with the US Food and Drug Administration (FDA) to create a panel of experts to review additives already in use. The FEMA Expert Panel continues its work today, meeting several times each year to assess the safety of new ingredients developed by an increasingly innovative industry.

Changes: One of the key changes that the flavor industry has witnessed throughout the past century is the increase in the variety of products that contain flavors.

Pet food, confectionery and medicine have joined more traditionally flavored foods and beverages. Another significant change is the advancement in analytical chemistry. With the advent of gas chromatography (GC) and gas chromatography/mass spectrometry (GC/MS), chemists now are identifying and isolating specific flavor compounds. This has led to the exploration of concepts such as bitter blockers and taste receptors. The latest news concerns nanotechnology and what this may mean for flavor delivery in the future.

Geographically, the flavor industry has moved slowly over time. The US flavor industry originated in lower Manhattan, NY, and then moved uptown before settling in New Jersey. Today, the industry still is concentrated primarily in New Jersey, but now companies are operating in every region of the country. As with the fragrance industry, we continue to see some consolidation of the smaller companies, but it remains a diverse industry in all respects.

FEMA serves its members and the flavor industry in many ways. The organization's activities revolve around four critical objectives: science, advocacy, communication and intellectual property protection. Recent events have reminded us of the importance of workplace safety, and FEMA's effectiveness in this area should make us all proud of the work that trade associations can and must do in order to protect our most valuable asset—the workers.

The pace of change in our society makes it difficult to predict what the future holds. But, by working together, we can ensure that the flavor industry remains innovative and exciting for years to come.

—Glenn Roberts, executive director



Synarome turns 70.

Hanson PLC spins off Millennium Chemicals.

1997

Roman Kaiser explores the environmental scents of the Ligurian coast, including

Pinus pinaster, broom (*Spartium junceum*) and honeysuckle (*Lonicera implexa*).



Roche purchases **Tastemaker**, later to be spun off as part of **Givaudan**.

The **American Society of Perfumers** holds its 50th anniversary symposium.

Society of Flavor Chemists charter member **Charles Dwyer** passes away; his career path led him to Dodge & Olcott, Bush Boake Allen, Mother Murphy's and more.

Danisco purchases **Borthwicks**.

Carl-Heinz Gerberding,

who, along with his father, brother and son (**Horst-Otto Gerberding**) developed **Dragoco** (now **Symrise**) into an F&F giant, passes away.

Unilever sells **Quest** to **ICI**.



Firmenich celebrates its centennial; attending are (from left):

Fred Stone, **Robert Cagan** and **Fred-Henri Firmenich**.

1998

Jean Amic retires from **Givaudan-Roure**.

Haarmann & Reimer sells its food ingredients division to the **Tate & Lyle Group**.

F&F Authority: Paul Bedoukian (1912–2001)

Paul Bedoukian, founder of Bedoukian Research and venerated *Perfumer & Flavorist* magazine contributor, authored his “Annual Review of Perfumery and Flavor Materials” series for these pages between 1945 and 1994. And, although the industry has advanced and changed during that time, his collected technical articles, “Perfumery and Flavoring Synthetics,” remains a benchmark F&F reference.

Bedoukian’s career path took him to Compagnie Parento, Faberge and IFF. He was a member of the American Chemical Society, the American Society of Perfumers and the Society of Flavor Chemists, and received an award for lifetime achievement from the Fragrance Materials Association.



Bedoukian’s wide-ranging collected reports represent a virtual encyclopedia of F&F research, containing thousands of materials. In the introduction to the author’s final review, Stanley Allured said:

“It is a remarkable achievement to have written a series of annual reviews for a period of 50 years. Such an accomplishment must start with an immense curiosity and interest in a particular area of technology, as well as a remarkable understanding of the great long-term benefits of sharing this kind of knowledge with the entire industry. Dr. Paul Bedoukian has contributed his great intellect and creative powers to the scientific advancement of the fragrance and flavor industry, and has been of immense value to all of us. We are all indebted to his vision and dedication.”

4 Questions With RIFM's Ladd Smith

P&F: What is the **Research Institute for Fragrance Materials'** (RIFM) history in the industry? What is the mission/goal of the organization?

Smith: RIFM was founded in 1966 by the major companies in the industry to address the common safety needs of its members. It began in New York City, and currently RIFM is located in Woodcliff Lake, NJ. Throughout the years, membership has grown to 80, which includes both suppliers and customers. In addition, the focus has become much more international. The current vision statement is: "To be the international scientific authority for the safe use of fragrance materials." And the mission is to: "Engage in research and evaluation of fragrance materials through an independent expert panel; Determine safety in use; Gather, analyze and publish scientific information; Distribute scientific data and safety assessment judgments to RIFM members, industry associations and other interested parties; Maintain an active dialogue with official international agencies." RIFM has developed initiatives in respiratory and environmental areas in order to supplement its more well-known human health program. We also publish peer-reviewed group summaries on the safety of structural classes of ingredients. Jointly with our cosmetics industry colleagues we designed a Quantitative Risk Assessment method to allow further product differentiation.

P&F: How has the fragrance industry changed since RIFM began?

Smith: Others on the commercial side of the business may have a better idea of the true trends, although I can share my perspective with you. Companies certainly have expanded in size and number. There are more public ones than in the early years, when most were family owned and operated. Geographic markets and consumer product varieties have increased considerably, which has led to a more diverse industry, with niches for individual product development and marketing. However, throughout these decades of evolution, the industry has developed a sense of collaboration that is seldom found in other commercial interests. This has created an atmosphere of increased transparency, which, in turn, helps in fostering understanding and communication. So, although individual fragrance formulas are protected carefully, technical and safety issues are discussed openly, to the benefit of product users.

In addition, RIFM and the International Fragrance Association (IFRA) have become more aligned in the past

couple of years. RIFM is responsible for the research and testing behind safety evaluations, while IFRA shepherds the Code of Practice, the Standards and the recently developed compliance program.

Together, there is a stronger link between science and communication.

P&F: Where do you think the industry is headed? What do the next 10, 20, 50 years, etc., hold for the fragrance industry? And for RIFM?

Smith: There has been some consolidation throughout the past few years. Markets in China, India, Asia Pacific and Latin America will develop, along with their economies. This will drive training and succession planning inside companies and associations worldwide. Some of the industry's related associations may go through consolidation, as priorities are selected and limited staff and internal company resources are allocated. Compliance will emerge as a primary issue—including those requirements demanded by consumer goods manufacturers, the fragrance industry's self-initiated system of a Code of Practice, the Standards, an enforcement program and, finally, regulations from official agencies.

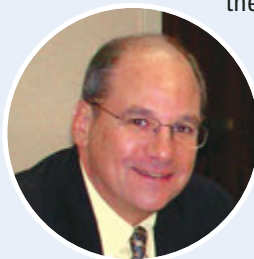
A large impact will occur from REACH, the European Union's chemicals regulation. More safety data will be needed in order to satisfy its requirements. One likely outcome of these regulatory considerations will be a reduced palette of fragrance ingredients. Clearly, the fragrance industry will have to increase its capacity to address technical, advocacy and safety issues proactively. RIFM will need different analytical tools to characterize materials accurately, understand any adverse potential effects, and establish management controls to protect the public and the environment.

P&F: Throughout the past decade, what do you see as the technologies/ingredients/innovations that have had the biggest impact on the industry?

Smith: For me, the speed and frequency of communication have had the largest effect. This ranges from product development at multinational companies being handed off to coincide with international working hours in different locations to the number and variety of news releases covering fragrance ingredients and their environmental footprints. I also suspect that analytical instrumentation will continue to be the driver for lower levels of detection and more precise duplication of nature-identical aromas.

—Ladd Smith, president

p&f



Axxence is founded when **CPL Aromas** divests its Emmerich, Germany, subsidiary.

Riba purchases **Fairfield Technologies**, forming **Riba-Fairfield**.

Cultor Corp. (now **Danisco**) acquires **Pierre Chauvet**.

1999

DGF-Universal Fragrances, a division of **Universal Foods** (now **Sensient**), celebrates its 75th anniversary; in attendance are (from left): **Gabriel Diaz Berbel** (mayor of Granada, Spain), **Steve Martin** and **Fernando Alex**.



Treatt purchases the former **Danisco** ingredients property in Bury St. Edmunds, England.

Universal Flavors (now **Sensient**) acquires British flavor and specialty chemicals company **Pointings Holdings**.

2000

GRAS 19 is approved.

Roche spins off its F&F division into a new company called **Givaudan**, which subsequently goes public.

Robertet turns 150.

Frutarom acquires **Baltimore Spice Israel**.

Universal Foods (now **Sensient**) purchases flavor entity **Dr. Marcus GmbH**.

A.M. Todd acquires **East Earth Herb** from minority shareholders and previous owners.

IFF acquires **Bush Boake Allen** and immediately enacts a reorganization.

2001

CPL Aromas sells its flavor and aroma ingredients division to **Frutarom**.

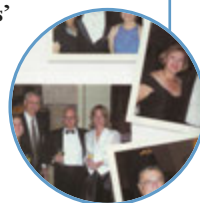
Danisco acquires **Florida Flavors**.

IFF divests its Brazilian fruit prep business to **The JM Smucker Co.** and sells the **Bush Boake Allen** chemicals business.

Flavors of North America purchases Canadian ingredients entity **Superior Ingredients**.

Bell Flavors & Fragrances Inc. acquires Mexican F&F company **Empresa Industrializadora de Guadalajara**.

The Flavor & Extract Manufacturers' Association celebrates its 92nd Annual Convention.



2002

IFF sells its UK aroma chemical operation to **Close Brothers Private Equity**, forming **Aroma & Fine Chemicals Ltd.** Later, **IFF** divests its Oregon-based fruit and vegetable business to **Kerr Concentrates**.

Bayer AG announces the impending sale of **Haarmann & Reimer**.

Symrise emerges as the integrated entity of F&F giants **Haarmann & Reimer** and **Dragoco**, forming the industry's fourth-largest company.

The **WFFC** celebrates its 20th anniversary, continuing with its stated mission: "to provide a center of education, camaraderie, support and networking opportunities for women in our industry."



Belle-Aire Fragrances celebrates its 20th anniversary.

Sensient purchases the German flavor and essential oil operations of **C. Melchers GmbH & Co.**

The **GIP** (Grasse Institute of Perfumery) is established.

CPL Aromas celebrates its 30th anniversary.

Givaudan completes the acquisition of **Nestlé** flavor business **Food Ingredients Specialties**.

Braja Mookherjee, a natural products expert at **IFF**, passes away.

He had been with the company since 1965, starting as a project chemist. Mookherjee gained notoriety for developments in aroma chemistry that highlighted the benefits of living fruits and flowers, and for his "Space Rose" project with NASA. In addition, he authored several books and was the inventor on hundreds of flavor and fragrance research patents. Mookherjee was the recipient of both the Moët-Hennessey Finalist Award for "Innovation in the Field of Art, Science



and Perfumery" and the Perfume and Flavor Association of India's Shah Award.

2003

The Lebermuth Company, Inc. turns 95. The company was formed when, in 1908, Morris Brown, a small Indiana farmer, procured peppermint oil in a chance encounter. Morris soon realized that the oil was more valuable than produce. The company remains in the family's hands four generations later.

FONA establishes **FONA UK**.

Givaudan acquires savory and dairy flavor entity **International Bioflavors**.

Kao acquires the fragrances and specialties business of **Cognis**, reinforcing its aroma chemicals unit.

Belmay purchases **The Independent Fragrance Co. Ltd.**

Cargill acquires British flavor company **Duckworth Group**.

Mastertaste purchases **St. Louis Flavors**, a sweet flavors expert, and one of Canada's largest flavor houses, **Metarom**; parent company **Kerry** acquires confectionery/bakery/cereal/ice cream specialist **Guernsey Bel** and **Pacific Seasonings**, a seasonings/spices manufacturer.

2004

Researchers **Richard Axel** and **Linda Buck** win the **Nobel Prize in Physiology or Medicine** for their work in clarifying the mechanics of olfaction, including the relationship among some 1,000 different genes and receptor types.

Fragrance Safety: the FMA

The **Fragrance Materials Association (FMA)** of the United States was founded in 1979 as the successor organization to the Essential Oil Association (EOA) of the United States. The FMA traces its history to the Essential Oil Dealers Association (EODA), which was founded in 1927. This trade group, formed on the initiative of E.V. Killeen, of George Lueders & Company, was comprised of approximately 30 essential oil dealers, importers and processors. In 1931, the EODA membership was broadened to cover the complete spectrum of fragrance ingredients—both natural and synthetic in origin. Today, nearly 50 companies associated with fragrance compounding, essential oils and aroma chemicals make up the FMA.



IFRA: The FMA is a member of the International Fragrance Association (IFRA) and requires its members to follow the IFRA Code of Practice. This contains the use restrictions adhered to worldwide that ensure the safe use of fragrance ingredients. The Code of Practice is updated constantly to reflect the latest information on fragrance safety, and a compliance program has been launched to guarantee that the restrictions are being followed.

The FMA creates a forum for the fragrance industry to discuss and resolve challenging technical and regulatory issues. To do this, we host workshops on important topics and continually alert the membership to changes in the laws that affect fragrances.

We have just had a very successful workshop on REACH, the new European regulatory program. As early as 1933, the technical committee of the FMA's predecessor organization worked with the United States Pharmacopeia (USP) to properly describe the analytical methods and specifications of those essential oils and aroma chemicals that were listed for pharmacists, government organizations and university labs. In 2006, the FMA Scientific Affairs Committee compiled a list of ingredients that must be reported to the authorities under the recently signed California Safe Cosmetics Act. This continues the tradition of technical assistance to the fragrance industry.



Going green: Although the demand for fine fragrances, or perfumes, has held steady in recent years, household and industrial use has expanded. An emerging challenge for the industry today is the growing interest in environmentally preferable products and so-called "green chemistry." How can consumer product companies deliver products that clean effectively if they don't contain fragrance? These and other questions present new challenges for FMA member companies and regulators.

Consolidation: We continue to see the consolidation of the fragrance industry, with companies bearing family names being replaced by global entities controlled by investors. But still, many FMA members buy from and sell to other members, and this is all done in a very collegial way. The industry has changed in many ways, and yet has remained very much the same.

It is hard to say what the future holds for the industry. The emotion and beauty evoked by fragrance are incalculable, but the regulators will go on challenging the industry's ability to deliver fragrance to our customers. But, by working with member companies, the FMA can and will meet these challenges.

—Glenn Roberts, executive director



Anatomy of Fragrance Self-Regulation: IFRA

Jean-Pierre Houri, director-general of the **International Fragrance Association** (IFRA), has had a distinguished career, including 25 years with Quest, where he gained experience on both the flavor and fragrance sides of the business. As he sees it, Houri's role in the regulatory world is "to promote the safe enjoyment of fragrances." He adds, "We [IFRA] will make decisions along the way to protect consumer health and the environment."

The process: The organization seeks to advance the fragrance industry throughout the world through various means, while preserving its self-regulatory status via a Code of Practice. IFRA's investigative arm, the Research Institute for Fragrance Materials (RIFM), is an independent nonprofit organization responsible for gathering and analyzing fragrance material safety data. "RIFM prepares all the scientific work for REXPAN, RIFM's expert panel," says Houri. This includes "all preliminary work used by REXPAN to make decisions."

REXPAN is the body that actually makes final determinations, and is composed of 12 dermatologists, toxicologists and pharmacologists with no fragrance industry ties. (In the world of self-regulation, independence is a primary concern in establishing good faith.) These panel members currently hail from the United States, Europe and Japan, and gather three times a year (although they communicate frequently in between these meetings). The panelists' determinations, which IFRA members are expected to follow, may include suggestions of a material's discontinued use (at any level and in any application), quantity restrictions dependent upon application (such as lotion or detergent), or requests for more scientific data.

Up the chain: Fragrance material issues can come to REXPAN's attention along numerous routes, including

IFRA's scientific committee, which is composed of scientists affiliated with IFRA members (fragrance houses). It is these people, Houri notes, who are in contact every day with customers. "Both parties may come across some issues with ingredients," he says. "All information is channeled through the scientific committee, then passed on to RIFM, and then finally passed on to REXPAN." REXPAN then requests whatever testing appears to be necessary, which RIFM then organizes with independent labs—again, ensuring transparency. A first round of testing, however, isn't always enough for the panel to make a determination. "It's a dialectic process," Houri says, "not always a linear process."

REXPAN's decisions are the foundations of IFRA standards—rules—for each particular ingredient, which then are disseminated globally to members, customers and customer associations.

Defending consumers, the environment and brands:

Houri says that sometimes detractors target customers' brands in an attempt "to attack them based on the chemicals that they contain," which often are those contained in the perfume. "We would like to help our customers defend their brands," Houri explains. He notes that IFRA strives to be a responsible global citizen, but "we don't want to have to take products out of the formula just because they are attacked without any scientific justification." To that end, the organization plans on spending \$10 million next year on research efforts, which is double what it spent just three years ago. This amount only will increase as research efforts progress and technical capabilities become more sophisticated. As Houri says, "We never will stop our investigations."

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Beauty pioneer **Estée Lauder** passes away; in a tribute, perfumer Guy Robert says, "She emanated such a strong desire for modern perfumery and was always original in her creations—for example, one of her perfumes, *Aromatics Elixir*, was launched in 1971 against the advice of nearly everyone around her. Now, 30 years later, this perfume is recognized as one of her best."



Cannes, France, plays host to the **World Perfumery Congress**.



Kerry purchases **Quest's** food ingredients business; Quest refocuses on flavor and fragrance capacities.

Sigma-Aldrich is renamed **SAFC**.

Frutarom acquires **IFF's** French fruit preparations business.

Danisco purchases **Rhodia's** food ingredients business.

The industry responds: A massive earthquake-related tsunami strikes several regions, including Malaysia, Thailand and Sri Lanka, prompting the **Indonesian Essential Oil Trade Association** (INDESSOTA) to call for emergency relief donations. In response, **IFEAT** organizes donations to INDESSOTA, Sri Lanka and the UK's Disaster Relief Fund.

Kerry Group's expansion continues with the acquisitions

of **Flavurence**, **Laboratorios Krauss**, **Fructamine** and (in an interesting twist) fragrance entity **Manheimer**.

Payan Bertrand turns 150; pictured (below, from left): **Eric Proal** (owner, manager); assistant to Grasse, France's mayor; Grasse mayor **Jean-Pierre Leleux**; and **Vincent Proal** (owner, manager).



2005

Firmenich acquires **Noville**; Noville's **Daniel Carey** states that intense competition and industry consolidation made the smaller company's growth unsustainable.

Symrise purchases the UK's **Flavours Direct**, strengthening its presence in the region.

FFG Industries acquires the outstanding shares of **Technology Flavors & Fragrances**, taking the company private.

Women in Flavor and Fragrance Commerce UK is founded.

PAI partners acquires **Chr. Hansen** ingredients business.

Royal Aromatics purchases **Aromatic International**, strengthening its natural/organic fragrance capabilities.

Frutarom, continuing its aggressive growth plan, acquires the flavoring extracts business of **A.M. Todd Botanical Therapeutics**.

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