

The Results Are In: The Patchwood Perfumery Contest

Winner and runners-up selected from a pool of more than 50 competitors formulating in fine, personal care and functional fragrance categories

By Paul Hodges, PFW Aroma Chemicals; with an introduction from Jeb Gleason-Allured, Editor

In October 2009 PFW Aroma Chemicals BV launched the Patchwood Perfumery Contest. Patchwood (pictured in sidebar at right) is a ketone with three intertwining ring structures derived from one of several structural isomers found in another PFW material, Cyclomyral. Patchwood is strong and woody, with a fresh ozonic top note and camphoraceous, leathery impression. The material adds a fresh top note in fine fragrances and brings lift and body to fruity accords in shower gel and shampoo applications, while rounding off green floral scents in hand soaps and offering stability in liquid bleach products.

The contest was open to all perfumers and was not limited to any fragrance direction or end application. Participating perfumers from around the world

were required to show their best use of the recently launched Patchwood in a fragrance by submitting one fragrance with Patchwood and the same fragrance without the ingredient. Thus, the winning fragrance is the one that the panel of independent judges feel shows off the best effect of Patchwood.

More than 50 submissions were considered by the judging panel, and we are pleased to announce that a winner has been selected—*Irysto* by Symrise trainee perfumer Fanny Grau. Grau will be presented with a plaque to honor her success at the World Perfumery Congress in Cannes in June. We congratulate her and applaud the many talented perfumers who submitted such compelling formulas.

—Jeb Gleason-Allured, Editor; jallured@allured.com

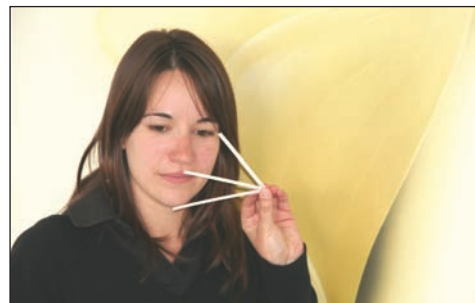
Interesting and challenging: This is how I would sum up the judging process for the PFW Patchwood Perfumery Contest. The competition proved to be very popular—the response was overwhelming. In total, we had requests for more than 150 samples of Patchwood and received more than 50 entries for the competition. Interest was shown from around the world, from Japan to Canada to Australia and many countries in between.

The challenge was consciously made as open as possible, keeping any restrictions to a minimum so that no perfumers felt excluded. As a result, contest rules did not give any specific types of direction, specific product category or amount of Patchwood that could be used in the fragrances. This created a level playing field in which perfumers working in any product area were able to compete equitably.

Due to the freedom provided by the contest rules, PFW received entries from across the spectrum of perfumery expertise. Submissions varied from hand soap to fabric conditioners to air fresheners to dishwashing soap to simple fragrance accords to complex fine fragrances. The quality of the entries was of an extremely high standard and shows, as many readers already know, what a creative industry this is.

Judging

When judging such a wide range of high quality entries, the panel (**see The Judges**) took into account not only the effect of Patchwood in the fragrance, but also the



Contest winner Fanny Grau (Symrise).

amount of Patchwood used and the composition of the total fragrance. Because so many entries were received, the panel has decided that, in addition to the prize for the winning entry, it will also bestow a mention to two additional “highly commended” runner-up fragrances.

So, after a long period of judging involving many discussions—and some heated debate—a worthy winner upon whom all the judges agreed was finally selected.

Smell Entries for Yourself

The winning and notable entries will be available for smelling at the PFW Aroma Chemicals stand (292–293) at the World Perfumery Congress in Cannes, France on June 1–4, 2010 (www.worldperfumerycongress.com).

The Judges

The judging panel had more than 150 years' experience among them in product areas ranging from home care through personal care to fine fragrance.

Stef Korver, senior perfumer with PFW Aroma Chemicals, has more than 30 years of fragrance creation experience. He has worked in various product categories, but his primary focus is in personal care. During his long career, Korver has worked for Quest International, Takasago and Symrise.

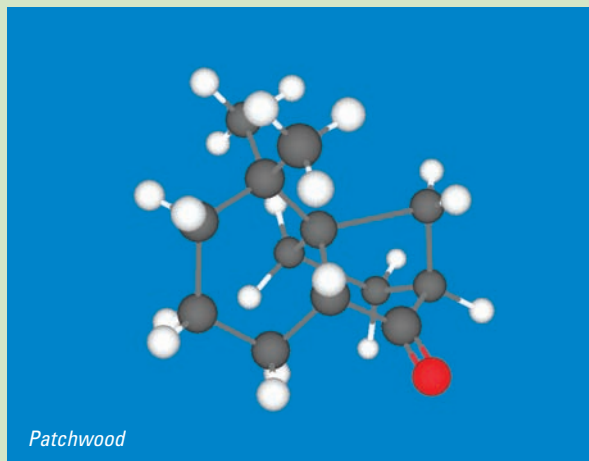
Paul Hodges, account manager for PFW Aroma Chemicals, has worked for 20 years in the industry, previously holding positions with Quest International and Givaudan. During his career, Hodges was a fragrance development manager, initially in fabric care and then within the household category.

Cees van Beizen is a consultant and senior perfumer. He has more than 40 years' experience in the perfumery industry, spending the last 30 years specializing in the home care category. In addition to his perfumery duties during his 40 years with Quest International, van Beizen was also a member of the new ingredient research committee and was responsible for the training of perfumers.

Pierre Nuyens, a senior perfumer with Bell Flavors & Fragrances (Europe), started his perfumery career in 1970 and has previously worked for Naarden International and Quest International. He has had the opportunity to work in various product categories, and so his creations can be found in many products worldwide, including international fine fragrances. Nuyens has also been involved in many innovative projects such as Serge Lutens' odor labyrinth in Lille, France in 2004, and the creation of fragrances used to scent both the Paris Metro and the London Underground. Nuyens is the vice president of Société Française des Parfumeurs.

Finally, we are delighted to have had the expertise of consultant perfumer **Theo ten Pierik**, formerly of Henkel.

The PFW team would like to offer a very special thanks to all the judges for their time and enthusiasm.



Winner

Congratulations to **Fanny Grau**, trainee perfumer at Symrise, for her winning fragrance, *Irysto*. The judges felt the effect of a relatively small amount of Patchwood in this fragrance (see **F-1**) was outstanding at all stages of the evaluation. The material gave a fullness and lift in the fresh stage, while the inclusion of Patchwood also imparted strength to the fragrance in the dry down.

About the winner: Grau was born in Perpignan, France, in 1980 and grew up in Gabès, Tunisia, until the age of eight. She says hers was a childhood surrounded by “scents such as rose, jasmine, orange blossoms, mint, incense, spices and leather from the souks.”

Of her path to perfumery she says, “Back in France, I pursued chemistry studies, fascinated by the odors and colors that occurred. In 2002 I was initiated into fragrance formulation during a one-month training course in a family-owned French company. Ever since, I kept practicing with my own small collection of materials, memorizing and creating accords. I simultaneously completed a PhD thesis in chemistry specializing in fragrance chemistry at Nice-Sophia Antipolis University and started at Symrise as a post-doctoral researcher, synthesizing new molecules for perfumery. Finally, I got the fantastic opportunity to start, last May, as a perfumer trainee at Symrise, mentored by Marc Vom Ende.”

Inspiration for Irysto: “I am passionate about the creative process in both painting and perfumery,” says Grau. “The places I have lived in and visited and the nature that surrounds me fuel my inspiration continuously. During a trip to Brazil, I became fascinated by scents from the tropical forest, the Amazon’s fruits, flowers and plants, the simplicity, beauty and rhythm of this country.”

The formula for Fanny Grau’s winning fragrance, *Irysto*

F-1

Irysto

	A	B
Ambrinol S 10% DPG	10	10
Ambroxide	5	5
Benzyl Salicylate	100	100
Cedar Leaves oil 10% in DPG	10	10
Cedarwood Virginia	10	10
Globalide	150	150
Heliotropin	10	10
Ionone Alpha	5	5
Iso E Super	400	400
Isoraldein 70	40	40
Mandarine Bras green	4	4
Muscenone	80	80
Vanillin 10% DPG	10	10
Vetiver Bourbon	10	10
Violet leaves Abs. 10% DPG	10	10
DPG	146	136
PATCHWOOD	0	10
	1000	1000

“Patchwood is a woody material with humid and earthy facets that remind me of the smell of the Brazilian tropical forest after the rain. Therefore, I used Patchwood in *Irysto*, an iris, violet, woody fragrance, to bring freshness and earthy aspects to it. Moreover, it enhances and gives radiance to the woody drydown.”

Highly Commended

Among the other impressive submissions, the Highly Commended awards go to **Frank Cardillo** of Profumi da Franco and **Markus Tschirren** of Cabane-Creative.ch.

Bronx, New York-born Cardillo notes that his path to perfumery included numerous detours over many years. His creative impulses initially took form in his teens through music. In subsequent years, Cardillo worked in industries as diverse as construction and environmental conservation, which, in addition to familial obligations, stalled his artistic ambitions. It wasn’t until a chance injury and an encounter with a mysterious fragrance that Cardillo found his artistic interests refocusing—this time via perfumery. While he never tracked down the source of that infatuating scent, Cardillo’s search—spurred by burgeoning online fragrance communities such as Perfumemaking—led him to explore how scents were composed. In 2007 Cardillo founded Profumi da Franco, inspired by the online fragrance community and the example set by perfumer Michael Storer (Michael Storer Fine Fragrances). “Having this good friend and colleague to guide, assist, instruct and encourage me, I gained a sense of self-confidence that I too could, as an independent self-educated hobbyist, be successful in a field comprising artisans possessing decades of experience in the art of perfumery,” he says.

Tschirren, on the other hand, hails from a more traditional background in fragrance. In the late 1970s he apprenticed as a chemistry assistant in a Swiss food analysis lab, eventually leaving to study perfumery in Grasse, France. Tschirren has held positions with Unilever (R&D for ice cream color and flavor), Jacobs Suchard (now Kraft; analytical for chocolate products) and Haarmann & Reimer (now Symrise; sensory techniques), in addition to working in essential oil-containing pharmaceutical analysis. Tschirren’s fragrance work, which he describes as a hobby, is primarily distributed to family and friends and some “small business projects.”

Again, congratulations to all who participated.



Frank Cardillo



Markus Tschirren