

# Perfumers' Choice Awards 2011

Excellence in fragrance creation takes center stage

The American Society of Perfumers (ASP; [www.perfumers.org](http://www.perfumers.org)) hosted an evening at New York's City Winery, celebrating formulation excellence in fine, home and personal care fragrance. Hosted by celebrity chef Danny Boome, the night also served to recognize the passing of Elizabeth Taylor, an international icon whose classic *White Diamonds* enjoyed US sales of \$54 million in 2010, according to Euromonitor. During the tribute, Elizabeth Arden received the ASP's presidential award, reflecting its importance in pioneering celebrity fragrance.

The night's winners, including fragrance houses, are listed below:

- **Women's Classic Fine Fragrance**  
*Charlie* (Revlon; Symrise)
- **Men's Classic Fine Fragrance**  
*Kouros* by Yves St. Laurent (Givaudan)
- **Women's Contemporary Fine Fragrance**  
*Viva La Juicy* by Juicy Couture (Firmenich)
- **Men's Contemporary Fine Fragrance**  
*Light Blue* by Dolce & Gabbana (P&G; Firmenich)
- **Best Baby/Children Fragranced Product**  
*Johnson's Cream Baby Oil* by Johnson & Johnson (IFF)
- **Best Eco Friendly or Natural Fragranced Product**  
*Fructis Pure Clean Shampoo* by Garnier (Firmenich)
- **Best Hair Care Mass Fragrance**  
*Head and Shoulders Smooth and Silky Dandruff Shampoo* (P&G; IFF)
- **Best Hair Care Fragrance Specialty**  
*Redken Color Extend Sun Shampoo* by L'Oreal (Symrise)
- **Best Shower and Body Fragrance Mass**  
*Rainbath Pear & Green Tea Shower Gel* by Neutrogena (Symrise)
- **Best Bath & Shower Fragrance Specialty**  
*Dark Kiss Shower Gel* by BBW (Symrise)
- **Best Fragrance Body Care Women**  
*Degree Natureffects Honeysuckle & Tea Tree Deodorant* (Unilever; IFF)
- **Best Fragrance Men's Body Care**  
*Gillette Odor Shield All Day Clean Body Wash* (P&G; IFF)
- **Best Fragrance Body and Face Mass**  
*Olay Regenerist Micro-Sculpting Lotion* (P&G; Firmenich)
- **Best Fragrance Body and Face Specialty**  
*Secret Garden Delicate Petals Body Butter* by Victoria's Secret (Robertet)
- **Best Fragrance Laundry Care**  
*Downy Ultra April Fresh (New Improved Scent) Fabric Softener* (P&G)
- **Best Fragrance Laundry Detergent**  
*Tide PLUS Febreze Sport Renewing Freshness* (IFF)
- **Best Fragrance Household Cleaner**  
*Lavender Pine-Sol Multi-Surface Cleaner* (IFF)
- **Best Fragrance Air Care Mass (tie)**  
*Febreze Agave Rainfall Flameless* (IFF)  
*Lysol Neutra Air Crisp Linen Fabric Refreshener* (Robertet)
- **Best Air Care Fragrance Specialty**  
*Secret Garden Pure Seduction Room Spray* by Victoria's Secret (Robertet)
- **Best Fragranced Candle Mass**  
*Glade Crisp Waters Candle* (IFF)
- **Best Fragranced Candle Specialty**  
*Godiva Chocolatier Milk Chocolate Truffle Candle* (IFF)
- **Best Fragrance Challenge Base**  
*Right Guard Total Defense Fast Break AP/DEO* (Symrise)
- **Best Fragrance Line Extension**  
*Pantene Pro V Line* (Givaudan)



The night celebrated excellence in fragrance formulation in fine, home and personal care fragrance.



*Dave Apel and Dirk Braun (both Symrise).*



*Jim Fassold and Lisa Amatulli (both Robertet).*



*Ray Hone (Robertet) and Felix Buccellato (Custom Essence).*



*Tony Reichert (Firmenich) and Barbara Downey (IFF).*



*Michael Wright and Anne Maghasi (both Alberto Culver).*



*Patrice Dejongh (Biolandes), Jim Schmidt (Mane) and Marvel Fields.*



*Lisa Wallick (Belmay), Carla Levy (L'Oreal) and Angela Kohut (Southeast Aromas).*



*Cecile Hua (Mane) and Jeb Gleason-Allured (Perfumer & Flavorist magazine).*