

Celebrating Scent: the ASP Symposium

The biannual event focused on challenges facing perfumery and the great creative talents behind the industry.

The American Society of Perfumers (ASP; www.perfumers.org) recently held its biannual symposium at the Marriott Marquis in New York. Featuring an exhibition by sponsors ACS International, Allylix, Bedoukian, Encapsys – Appleton, Floral Concept, IFF, Kerry Ingredients, Robertet, Symrise and Takasago, the day also included a cocktail hour, talks and the presentation of the ASP's Lifetime Achievement Award.

A Lifetime of Scent Honored

"Show up every day, work every day, pay all your bills on time, don't spend more than you make."

These were the lessons perfumer Felix Buccellato, co-founder of Custom Essence and this year's ASP lifetime achievement award recipient, learned as a 10-year-old on his first job, delivering newspapers, and later applied in his perfumery career.

Later, he said, accepting the award, "I learned the value of a team working at NASA and IFF. I recognized I didn't do all this alone."

"Felix has an endless amount of energy and passion, and his enthusiasm is contagious," said Buccellato's daughter and one-time apprentice, Cari Muir.

Christian Buccellato, Felix's son and executive VP of fragrance development and perfumery, thanked Felix for being "a tireless worker, fabulous father and great grandfather."

Felix Buccellato has spent more than 40 years in analytical and creative perfumery, serving as a mentor to junior perfumers and laboratory technicians. Following a career with IFF—with a detour to NASA to work on the Apollo Program—he co-founded Custom Essence with Raman Patel. In addition to advisory and editorial contributions to *Perfumer & Flavorist* magazine, he is a past president of the American Society of Perfumers, the Society of Flavor Chemists and the American Chemical Society.



Lifetime achievement honoree Felix Buccellato (Custom Essence) thanked his family for its support during the founding of his company; all photos courtesy of Christian Baude Photography (<http://equifoto.printroom.com/>).



From left: Christian Buccellato and Cari Muir (both Custom Essence) introduced their father, Felix Buccellato, recipient of the ASP's Lifetime Achievement Award.

A man of constant curiosity, he joked, "I plan to retire five years after I die," and closed his remarks with the aptly titled poem, "My Head is in Love with My Nose."

At the Heart of This is a Perfumer: Inside the Fragrance Allergen Fight in Europe

In 1999, the European Commission's Scientific Committee on Cosmetic Products and Non-Food Products (SCCNFP) "identified" 26 allergens "with a well-recognized potential to cause allergy, for which information should be provided to consumers about their presence in cosmetic products." The list included classic materials such as oak moss (*Evernia prunastri*) and tree moss (*Evernia furfuracea*), creating aesthetic constrictions on perfumers and harkening a round of labeling and reformulations.

Thirteen years later, in late June 2012, the European Commission's Scientific Committee on Consumer Safety (SCCS) published an opinion titled "Fragrance Allergens in Cosmetic Products," which expanded the original list of allergens from 26 to 82 substances.^a

The opinion noted, "Based on the clinical experience alone, 82 substances can be classified as established contact allergens in humans, 54 single chemicals and 28 natural extracts. Of these,

^ahttp://ec.europa.eu/health/scientific_committees/consumer_safety/docs/sccs_o_102.pdf

Next Event: 2014 World Perfumery Congress,
June 10–12, Deauville, France.
For more information, visit
<http://wpc.perfumerflavorist.com>.



12 chemicals and eight natural extracts were found to pose a high risk of sensitization to the consumer, considering the high number of reported cases.”

The list caused a new uproar in the fragrance world, the specter of an ever-growing list of banned substances looming over the industry, robbing it of many classic, beautiful natural ingredients. This time, noted Pierre Sivac, president of the International Fragrance Association (IFRA; www.ifraorg.org), in comments to the attendees, the industry’s global association applied lessons it had picked up over the previous decade to launch a proactive response.

Building a case for perfumery: Over just three months, IFRA built its case with the Commission regarding the importance and safety of the fragrance ingredients contained in the opinion. The urgency in part was related to avoiding reformulations, which Sivac noted to the room full of perfumers “is sometimes actually more difficult than formulating in the first place.”

First, IFRA stressed to the Commission that the methodologies employed by the SCCS and other stakeholders in crafting the opinion be consistent so that they were conducting a true “apples to apples” comparison.

It was also important, said Sivac, to remove the aura of uncertainty surrounding the fragrance industry by coming to an understanding with stakeholders. This, he said, would ensure the stability of the industry, which contributes significantly to the European (not to mention global) economy. This economic argument—keeping Europe competitive—is crucial element of winning the pro-fragrance-industry argument.

Meanwhile, IFRA recognized that merely declaring fragrances safe was insufficient. It was crucial to ensure consumers believed in the safety of fragrance, fragranced products and individual ingredients.

“We wanted to make sure consumers understood our process and felt secure ... when they used the products that you [the industry] create,” said Sivac.

Finally, he said, it was important to have the support of the industry’s clients, particularly the major consumer goods companies.

Building a dialogue: IFRA took the lead on the allergen engagement because the industry had learned, in dealing with the listing of the original 26 allergens, that the industry could not and should not leave the battle to another industry. It was also

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—Pierre Sivac, president, IFRA

important to maintain a non-confrontational approach, which had failed elsewhere, and to keep a big-picture view, rather than allowing stakeholders to bog down the fragrance industry on tiny details. As long as IFRA kept the stakes high—the health of a multibillion-dollar industry employing thousands around the globe—the industry could keep the conversation focused.

The goal, of course, was to limit the number of substances ultimately affected. Sivac noted that the 82 allergens derive from 42 substances, which make up for 98% of the volume. The remaining allergens under discussion are “very rarely used,” he said. From IFRA’s point of view, this created a defined area of focus.

Hydroxyisohexyl 3-cyclohexene carboxaldehyde (HICC) had more than 1,500 reported allergenic cases since the original 26-allergen Opinion was published in 1999. IFRA is actively pushing for a specific threshold for HICC to be embedded in the final legislation, rather than an outright ban, though that is currently thought unlikely.

The SCCS also posted its opinion that the presence of two constituents commonly found in oak moss and tree moss, chloroatranol and atranol, are not safe in cosmetic products. The industry has already produced moss products that are, in Sivac’s words, “outstandingly safe.”

Addressing the big picture and methodology: The IFRA strategy yielded a short-term and long-term approach.

The long-term approach focused on the “fundamental science” involved in the allergen issue to reduce uncertainty surrounding any potential regulations, including several workshops for SCCS and other scientists. The process could take five years, by Sivac’s estimation. The workshops have focused on the quantitative risk assessments (QRA), which allow the Research Institute for Fragrance Materials (RIFM; www.rifm.org) to set usage limitations for all fragrance ingredients. (This QRA methodology, as a result of the workshops, could potentially be embedded within the final SCCS regulation.)

The short-term approach focused on taking on the current opinion. Sivac commended the Commission for actively listening



Jennifer Abril, president of IFRA North America.



Pierre Sivac, president of IFRA.



Chris Diienno (drom).



Alice Rebeck (Agilex), president of the ASP.



James Krivda (Mane).

to the industry's arguments throughout the dialogue which, at press time, had lasted about 18 months. The Commission representatives were introduced to perfumers and consumer product companies to provide a deeper level of education and context, including the great number of constraints surrounding the creative process, as well as the aesthetic and heritage value of natural materials.

"We try to defend perfumery at IFRA," Sivic stressed. "At the heart of this is a perfumer."

IFRA also hosted a perfumer forum in Paris, featuring creative talent from IFRA and non-IFRA companies.

"They gave us right ideas about how to defend ingredients," said Sivic.

Meanwhile, IFRA argued to the SCCS that the vast majority of consumers suffer no ill effects from fragrance, and that contact dermatitis and other ailments should be addressed via health care, not via public policy. While acknowledging that the minute percentage of consumers who suffer from exposure to fragrance should have a solution, it also argued that the SCCS opinion put the "burden" on the other ~98% of the population that has no issue with fragrance exposure. The QRA, Sivic noted, is ideal for addressing induction of allergies. As for elicitation of allergies, he explained that mere avoidance of fragranced products provides a simple solution for consumers and industry. To back up their point, Commission representatives were taken to a

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clinic to meet with a professor and his staff to learn more about open-application testing versus patch testing. To ease the access of information on allergens, IFRA has backed website postings. Despite this, the push for "clean labels" from customer companies continues. This, Sivic acknowledged, is an ongoing issue, particularly for detergents, air fresheners and more.

Progress so far: As mentioned, IFRA's engagement with the Commission has whittled the original 129-allergen list to a list of 82. Originally, it was proposed to impose 100 ppm restrictions (in the finished product) on 12 materials; that list has been downsized to 11 substances managed via QRA. Currently, HICC is expected to be banned.

A public consultation, as of press time, is expected in the fall of 2013, with a final proposal launched in early 2014.

"The Commission today understands this industry," said Sivic, sounding a positive note for the future. "They will listen now. We've become a trusted partner and solution provider from the Commission."

Safeguarding the Industry's Model: Ongoing and Emerging North American Issues

"I don't have to tell you that we're under increased scrutiny as an industry," said Jennifer Abril, president of IFRA North America (www.ifrana.org), addressing the ASP Symposium attendees.

NGO influencers: Policymakers and the media are being influenced by non-governmental organizations (NGO), she explained. This "pro-natural" movement is media-savvy and well-financed. Brands are attractive targets, including fragrance, cleansers, personal care products and other segments.

What do they want? Fundraising, primarily, Abril noted. In some cases, natural/green brands can take market advantage of such movements. Politicians may leverage such issues for higher visibility.

Traditionally, industry has sought to educate the NGOs, but



From left: Glenn Sabat and Fred Keifer (both Firmenich), and Leandro Nonino (Allylix).



From left: Lois Evans (Agilex), and Dennis Maroney and Mary Shroff (both IFF).



From left: Kingsley Ibe and Martha Noyes (both Agilex), and Scot Benn (Kerry Ingredients).

Beginning in January 2015, Walmart will require suppliers to provide online public ingredient disclosure for items sold at Walmart.

their European counterparts, they are relatively less focused on dermal sensitizers. That said, the experience the industry has had in the European Union will shape the defense response and strategy of the North American industry. Some individual fragrance materials are on regulators' radar.

Retailer realities: NGOs and the EPA's Design for the Environment (DfE) have become increasingly influential with retailers, Abril noted. Retailers are seeking out increasing control over the products that go on their shelves and are seeking to dictate to their suppliers—and in effect their suppliers' suppliers—what can and cannot go into formulas. Aside from competitive advantage, the trend is driven by deep NGO relationships, Abril explained.

In fact, the day of her talk, Walmart publicized its Global Sustainability Milestone Meeting, during which the company said it will begin pushing suppliers for greener substitutes “for priority chemicals” in household cleaning, personal care, beauty and cosmetic products as part of its consumables chemicals initiative.^c In the initiative's “Policy on Sustainable Chemistry in Consumables,” the company says, “Beginning in January 2015, Walmart will require suppliers to provide online public ingredient disclosure for items sold at Walmart.”

Starting in January 2014, Walmart will begin to label its private brand cleaning products in accordance with DfE's “Safer Product Labeling” program, and will continue to assess the applicability of DfE as Walmart expands it to broader product areas.

To use the DfE or similar label on private label brands would be similar to the Energy Star labeling for appliances, a competitive point of difference.

“The retailers can move the marketplace,” said Abril.

those industry representatives have slowly realized that NGOs don't wish to learn—they want only continued funding and ongoing issues to address.

Industry's “core reputation” has been attacked, and specific ingredients, industry-funded research and self-regulation have been targeted for scrutiny.

To defend the fragrance industry's traditional model, said Abril, an alternative narrative is necessary, highlighting the creativity, science and other unique aspects of fragrance.

Regulatory pressures: The U.S. Environmental Protection Agency (EPA) has largely been focused on household and industrial and institutional (I&I) products, while the U.S. Food and Drug Administration has taken the lead on personal care and cosmetic products. However, the greatest risk for the fragrance industry lies in the state legislatures, where initiatives such as California's Prop 65, which focuses on labeling of carcinogens and reproductive toxicity agents, could cause nationwide havoc. Increasing amounts of materials are appearing on Prop 65's list, which was last updated as of press time on Sept. 13.^b The greatest risk would likely come from a state in which there is no industry (manufacturer, brand, retail, etc.) presence. On the federal level, legislators are preoccupied with carcinogens and respiratory triggers when it comes to chemical regulations. Unlike

^chttp://az204679.vo.msecnd.net/media/documents/wmt-chemical-policy_130234693942816792.pdf

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^bhttp://oehha.ca.gov/prop65/prop65_list/Newlist.html