

---

# An Open Letter from John Vernieri, Chairman, International Fragrance Association, North America

---

I am honored to be selected by the board of directors of IFRA North America to be the next chair of this organization. I am grateful for the confidence placed in me by the board and IFRA North America's membership and honored to follow our prestigious leaders who came before me.

I would like to share with you my vision and priorities for our industry's association going forward. But first, we need to remind ourselves and be thankful for being part of such a wonderful industry: 50% of purchase intent driven by 2% of cost contribution. We are our clients' best investment. We make magic for our clients and, without us, the world would be gray!

As part of this association, we need to look for opportunities to grow the market and provide new ways for consumers continue to fall in love with our offering. We need to enhance our focus on end markets (compounded fragrances) and consumers and celebrate the contribution (valued at more than \$100 billion) we bring to the economy. Our products touch consumers at least 30-40 times a day! I call that magic.

In looking back, we have made great progress, which is truly impressive. This industry now communicates proactively and meets our challenges head-on. We are driving our advocacy agenda through multiple channels, from Washington, DC, visits with legislators to hosting policymakers at our facilities.

Moreover, in the past three years this association established a new identity, new entity and a self-sufficient corporate structure. All of this is enhancing this industry's visibility across our entire business model. We are light years ahead from where we were before, and for that I thank our board, our members, our staff and our prior leadership.

Looking ahead, there are new, significant challenges on the horizon. I truly believe that the decisions we take today, and over the next few years, will determine the face of this industry for generations to come.

How do we move forward?

We must proactively manage our issues and take complete ownership over them. Historically, our industry has been seen as "ghost writers." We stayed out of the public eye and let our clients enjoy the credit of our creations. We maintained the same philosophy when it came to advocacy, formula disclosure and industry regulation. However, over the last few years, we

have taken the reigns back and now drive the agenda. It is not our clients, NGOs, or retailers—it is us. We must continue to dictate the terms going forward, and not let others decide our fate. Remember, we make the magic!

Now, on to the how. For me, collaboration and unity in this process is crucial. There is fierce competition in our industry at this time. We also live with the threat of commoditization, knockoffs and escalating cost-to-serve, but when it comes to this association, we need to focus on our issues as one. One unified team that is focused on driving consumer delight and energized around growing the market and providing long-term sustainable growth.

Unity within IFRA North America is one step forward, but we will also intensify our efforts to collaborate more effectively with our sister associations: American Cleaning Institute, Consumer Specialty Products Association, Personal Care Products Council, the Flavor & Extract Manufacturers Association, and, most importantly, a more cooperative approach with Research Institute for Fragrance Materials and IFRA global.

In summary, how we will get there is through being proactive, owning our issues and being united.

Now, on to what I see as our priorities:

- Advocacy at the federal and state level. We will continue with industry advocacy days and events in Washington, DC, and will continue to look for opportunities to tell our industry's story to policymakers. We will be active in coalitions and stakeholder roundtables on the subjects of chemical management reform (TSCA; Toxic Substances Control Act) and retailer sustainability initiatives.
- Reputation management is another priority. This industry prides itself on doing the right thing well in advance of any government intervention. We will seek to promote the industry and its safety program. Moreover, through RIFM, industry is embarking on a comprehensive data initiative. We will support and manage the stakeholder process in view of it.
- Pressures for full fragrance formula disclosure will require finding a solution that protects the intellectual property (IP) of our perfumers and our companies. IP protection will remain on top of this industry's agenda going forward.

Our work is cut out for us.

I thank you for your commitment, your passion for change, your sweat equity and your unwavering support.

You have my commitment that we will continue our evolution and, by the time my term as chairman is over, this association will be more proactive, even more mature and more influential.

---

**This conversation brought to you by:**



We make it happen . . . together.

p&f