
Born in the U.S.A.: IFRA NA Delivers “A Symphony of Senses”

“**E**veryone has a favorite scent or perfume, but rarely do they stop to think about the artistry and science that goes into creating the scent,” says Jennifer Abril, president of the International Fragrance Association North America (www.ifrana.org), following the organization’s recent reception for some 200 lawmakers and staff at the U.S. House of Representatives in Washington, DC.

The event, “A Symphony of Senses,” provided a rare opportunity for legislators and staff to interact directly with a trio of perfumers who each presented a perfume inspired by a different musical genre. It also afforded the fragrance industry with a chance to communicate the role of fragrance in a vast array of products, including household and laundry, air care, beauty, personal care and fine fragrance. Finally, the event provided U.S. lawmakers and staff with a greater sense of the scale of the fragrance industry’s employment, intellectual property holdings and export power.

“The U.S. fragrance market is the largest in the world,” says Steve Tanner, president of Arylessence and board member of IFRA NA. “Our perfumers are creative and innovative, and our industry is a global leader in fragrance safety, protecting the sustainability of ingredients and materials, while insuring the quality and acceptance of products made in the U.S.A. Our fragrances and the myriad of brands that use them bring pleasure and excitement to consumers across the country and around the world.”

Fragrance is loaded with emotion, perfumer Calice Becker (Givaudan) told *P&F*, but when most people see a bottle of perfume, they have no grasp of the process of how the scent was created. Having a chance to interact with Congressional members and staff allowed the perfumers to show that perfumery seeks to touch one’s most visceral emotions.

For her fragrance, Becker took inspiration from family memories, a popular YouTube video and composer Gaetano Donizetti’s romantic comic opera, *L’elisir d’amore* (“The Elixir of Love”). The video in question featured a 10-month-old girl who wept at the sound of her mother’s singing voice, and so it was appropriate that Becker used *Styrax benzoin* tears from Laos in her formula, alongside cedarwood Virginia oil (*Juniperus virginiana*), Moroccan orange flower absolute and vanilla resinoid from Madagascar. Becker described the scent as indulging, caressing and teasing, evoking “love with a big L.”



Perfumer Calice Becker of Givaudan (center, in black) took inspiration from family memories, a famous YouTube video and composer Gaetano Donizetti’s romantic comic opera, *L’elisir d’amore* (“The Elixir of Love”).



Resilient, from drom perfumer Christopher Diienzo (center), encapsulated the spirit of the music of the 1980s; at right is IFRA NA president Jennifer Abril.

Resilient, from drom perfumer Christopher Diienzo, encapsulated the spirit of the music of the 1980s, including The Cure, Depeche Mode and New Order. The scent included notes of cardamom, bergamot and jasmine sambac.

Suit & Tie, an ode to the 2013 Justin Timberlake single, was Arylessence perfumer Heather Sims’ contribution to the event. The “aromatic fougère” included notes of lavender bergamot, lemon, black pepper, artemisia, amber, vanilla bean and musks. The result was a sensual, masculine, energized scent.

By directly engaging key U.S. legislative influencers, the IFRA NA event provided an illuminating view of the beauty, economic importance and vitality of the U.S. and global fragrance industry.

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