

# Action, Passion and Innovation: The New Creative Perfumer

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It would be nice to have a crystal ball, but the next best is to have a vision! In less than seven years, we will arrive at destination 2000—the twenty-first century. Hard to believe. In a way, difficult to accept.

The road ahead will be unexpected, sometimes turbulent, a transition...And...**the very best time to reinvent the fragrance business.** We have been playing much too conventional. Our mission needs to be: **more action, more passion and more innovation.**

Perfumery is an **emotional business**, one of the few where dreams of sensuality, romance, confidence or peace are the end product benefit. Yet we are often imprisoned by linear thinking, old fashioned ways of testing, safe fragrance creation.

We view the future like some distant, unfamiliar planet where the inhabitants are foreign and the terrain unknown. We discuss this planet—rather than visiting it. Why take the risk? There may be no oxygen or water or food. But then again, we may find a paradise of ideas.

Perfumers who fear the strangeness of new places and still believe global is around the corner are already behind the times.

The future of fragrance depends on creating distinctive fragrances that people will “love a lot for a long time.”

The New Creative Perfumer is a visionary. He or she looks ahead—every day. Composes fragrances that have sound, color and movement. He or she is a team player. No one can do it all alone.

The New Creative Perfumer is also multicultural: speaks

several languages, understands what makes cultures different, and what makes them the same.

The global future is not a planet of strangers. It is a mix of people with common dreams and emotions, in different expressions. Just think about the crosscultural similarities of Generation X, the Baby Boomers or the New Mature.

Finally, the New Creative Perfumer understands the value of instant communication through fax, car phone, answering machine...even beeper. And if time is an issue and personal appearance necessary, the Concorde is faster than sound.

When a global network of perfumers is needed on a key brief, the video phone can record smelling sessions while the latest computer distributes formulas within the company...no matter what region.

To succeed in the years ahead, all of us must be willing to reinvent the fragrance business. These are the **five keys** which we believe will characterize the New Creative Perfumery:

1. Tasting a new language
2. Seeing the planet
3. Hearing nature
4. Touching beyond today
5. Passion for the product

## Tasting a New Language

The first key is tasting a new language. In the twentieth century, we entered instant, multisensory communication through television. The same spoken and visual message

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delivered at the same time to people all around the world. Today, MTV is broadcast in more than 25 countries. Global Madonna recently accepted an invitation to visit China—not Hong Kong.

Also in the twentieth century, continents exchanged tastes. Americans received an introduction to white yogurt, Melitta coffee and sushi. Meanwhile the Thai, Russian and French sampled McDonald's hamburgers with fries along with a global can of Coca Cola.

If we review history with a new perspective, we are increasingly moving into the realm of the senses...on a global basis. The next decade will be the decade of the brain and the cell. Already, the study of genetic differences between male and female is receiving significant attention within the scientific community.

All of this is very important and exciting for the fragrance business because the sense of smell is so tightly linked to the brain—where memories lie and dreams are born.

Imagine a fragrance that harmoniously merges the senses for an ultimate sensual experience. A fragrance that peacefully sounds yellow and light blue.

Why not? Scent, sound and color are complementary. In fact, Givaudan-Roure recently sponsored an innovative arts project—an opera where the scenes are enhanced through fragrance. There are so many possibilities.

Expect a great deal more research into the sensory universe of a fragrance or its mood enhancement capacities. Innovative approaches to fragrance development and consumer testing, especially on global briefs...a new language...the language of the senses.

We must all place much greater importance on Sensory Psychology.

### Seeing the Planet

The second key to New Creative Perfumery is seeing the planet. Most of Givaudan-Roure perfumers are multicultural and multilingual, because we have long established exchange opportunities.

We believe a better traveled perfumer has a more open mind. By experiencing several cultures, this perfumer will have a rich palette and will create more interesting fragrances. Some of us, myself included, started wandering the world more than 20 years ago.

The challenge, of course, is to balance creativity and acceptability, finding that ideal point of "lasting delight."

### Hearing Nature

A third and very important key for us is hearing nature...understanding the depth and hidden patterns of the natural world around us.

In fragrance, we depend on every interesting fragrant flower, tree and plant, and we are in tune with nature's

moments of peak perfection. The development of technology to analyze the true fragrance of the living flower has given perfumers powerful new tools.

And one of our newest innovative fragrance technologies literally "freeze frames" the peak bloom of a flower or the peak experience of a place and then adjusts the scent impression to each individual's unique sensory spectrum.

### Touching Beyond Today

The fourth key is touching beyond today. Emphasis on the imagination and the future must be the route of every perfumery group. In the case of Givaudan-Roure, it runs all the way from perfumery through creative fragrance management into innovation and research.

Jean Amic is chairman and worldwide chief perfumer of Givaudan-Roure. He is the company's visionary, and the link between all of us.

We have an Insight & Innovation Group which focuses on the next wave—not six months out but two to five years out—then translates this insight back to fragrance development.

We have a specialized Fragrance Technology Team devoted to the marriage of pure research with commercial fragrance applications to produce new accords or notes as starting points for perfumers. An Applied Research Team is running mid-term programs designed to solve anticipated client problems ahead of time. And we have a monthly Fragrance Innovation Forum—a multisensory ideation session designed for perfumers.

Touching beyond today is a requirement in any business selling imagination, especially in fragrances.

### Passion for the Product

The fifth key to success is loving the product, a passion for fragrance. This passion cannot be put into words. It cannot be taught. And it happens for different people at different amounts of time in the business. Those that don't have this passion leave. Those that do, stay and create the classics of tomorrow.

I would like to end with a very appropriate passage from Lewis Carroll.

"There's no use trying," she said.

"One can't believe impossible things."

"I daresay you haven't had much practice" said the Queen.

"When I was your age, I always did it for half an hour. Why sometimes I've believed as many as six impossible things before breakfast."

Reinventing the fragrance business is not easy. It does require practice and patience. And above all, it requires action, passion and innovation.

We owe it to ourselves, our clients, and ultimately our most valued partners, the consumers.



# Fleurchem, Inc.

Essential Oils, Flavors, Fragrances, Natural and Synthetic Chemicals

## Natural Chemicals

Acetal	Estragole	Isoamyl propionate	Phenyl ethyl acetate
Acetaldehyde (100%, 50%, 10% in ethanol)	Ethyl acetate	Isobutyraldehyde	Phenyl ethyl butyrate
Acetic acid	Ethyl benzoate	Isobutyl acetate	Phenyl ethyl-2-methyl butyrate
Acetone	Ethyl butyrate	Isobutyl alcohol	$\alpha$ -Pinene
Acetoin (Kosher)	Ethyl caprate	Isobutyl butyrate	$\beta$ -Pinene
Acetyl propionyl	Ethyl caproate	Isobutyl caprate	$\delta$ -Piperitone
Alcohol C-6	Ethyl caprylate	Isobutyl caproate	Praline
Aldehyde C-5 (see Valeraldehyde)	Ethyl cinnamate	Isobutyl caprylate	Propionic acid
Aldehyde C-6	Ethyl decanoate	Isobutyl isovalerate	Propyl acetate
Aldehyde C-7	Ethyl heptanoate	Isobutyl laurate	Propyl alcohol
Aldehyde C-8	Ethyl hexanoate	Isobutyl propionate	Propyl butyrate
Aldehyde C-10	Ethyl isobutyrate	Isobutyric acid	Propyl caprate
Aldehyde C-14	Ethyl isovalerate	Isopulegone	Propyl caproate
Allyl caproate	Ethyl lactate	Isovaleraldehyde	Propyl caprylate
Allyl isothiocyanate (Mustard oil)	Ethyl laurate	Isovaleric acid	Propyl laurate
Almond, bitter	Ethyl levulinate	Lactic acid	Propyl propionate
Amyl acetate	Ethyl-2-methyl butyrate	Lauric acid	Pulegone
Amyl alcohol	Ethyl myristate	Leaf alcohol	Pyrazines
Amyl butyrate	Ethyl octanoate	Lemon aldehyde (Ltd. quantity)	Pyruvic acid
Amyl hexanoate	Ethyl oenanthate	Lime aldehyde (Ltd. quantity)	$\beta$ -Rhamnose
Anethole	Ethyl oleate	$d$ -Limonene	Rhodinol
Anisic aldehyde	Ethyl oxyhydrate (see Rum ether)	$\beta$ -Linalool	$d$ -Ribose
Anisyl acetate	Ethyl palmitate	Linalool (ex BDR, Ho)	Rum ether
Anisyl alcohol	Ethyl propionate	Linalyl acetate (ex BDR, petitgrain)	Sclareol
Apple cider vinegar	Ethyl pyruvate	Linalyl butyrate ex BDR	Sinensal
$d$ -Arabinose	Eucalyptol	Linalyl propionate ex BDR	$d$ -Sorbitol
$\beta$ -Arabinose	Eugenol (ex Bay, Ex Clove)	Maltol	Strawberry furanone (10-25% in PG or alcohol)
$d$ -Arabitol	$d$ -Fenchone	Maltone	Tannic acid
$\beta$ -Arabitol	Fermentaberry	$d$ -Mannose	Tartaric acid
Benzaldehyde	Furaneol (see Strawberry furanone)	Maple lactone	$\alpha$ -Terpineol
Benzyl acetate	Furfural	Massoia lactone	Terpinyl acetate
Benzyl butyrate	$d$ -Galactose	$p$ -Mentha-1,8-dien-7-al	Tetramethyl pyrazine
Benzyl propionate	Geraniol	$\beta$ -Menthof	Thymol, natural
Bitter almond oil (ex Apricot kernel oil)	Geraniol "C" and "D"	$\beta$ -Menthone	Valencene
$n$ -Butyl acetate	Geraniol (ex Citronellal)	Menthyl acetate	Vanilla absolute (CO <sub>2</sub> extraction)
$n$ -Butyl alcohol	Geranyl acetate "C" (90% Geraniol)	Methanol	Vanillin
$n$ -Butyl isovalerate	Geranyl acetate "D"	Methyl acetate	$d$ -Xylose
$n$ -Butyl lactate	(60:30 Geraniol:Citronellal)	Methyl amyl ketone	<b>New Items Currently Being Worked On:</b>
$n$ -Butyraldehyde	Geranyl butyrate	Methyl anthranilate	2,6-Dimethoxyphenol (Syringol)
Butyric acid	Geranyl caprate	Methyl butanal	Ethyl formate
Capric acid (Kosher)	Geranyl caproate	2-Methyl butyraldehyde	Formic acid
Caproic acid (Kosher)	Geranyl caprylate	Methyl butyrate	Guaicol
Caprylic acid (Kosher)	Geranyl isovalerate	2-Methyl butyric acid	<b>Kosher for Passover (Artificial):</b>
4-Carvomenthenol	Geranyl propionate	Methyl cinnamate	Ethyl acetate
$d$ -Carvone	Grapefruit 001 "5X"	Methyl cyclopentenolone	Ethyl butyrate
Caryophyllene	Grapefruit 002 "5X"	Methyl heptanoate	Ethyl formate
Cinnamic acid	Heptanal	Methyl heptenone	Ethyl propionate
Cinnamic alcohol	2-Heptanone (Methyl amyl ketone)	Methyl heptyl ketone	<b>Natural Fortifiers</b>
Cinnamic aldehyde	Heptyl acetate	Methyl isobutyrate	Apple
Cinnamyl acetate	t-2-Hexenal	Methyl-n-methyl anthranilate	Apricot
Cinnamyl cinnamate	t-2-Hexenyl acetate (see Green 5050)	Methyl nonyl ketone	Blueberry
Citral (Std, Extra, ex Lemongrass)	Hexanol	Methyl salicylate	Cherry
Citronellal	Hexyl acetate	Methyl sulfide	Cocoa
$\beta$ -Citronellol	Hexyl butyrate	Mustard oil (Allyl isothiocyanate)	Cranberry
Citronellyl acetate	Hexyl-2-methyl butyrate	Myristic acid	Fermented flavor
Citronellyl butyrate	cis-3-Hexenol	Naringen	Grape
Citronellyl propionate	cis-3-Hexenyl acetate	Neral	Green note
Coccolactone	cis-3-Hexenyl butyrate	Nerolidol	Green note
Cocotone 7500 (CO <sub>2</sub> extraction)	cis-3-Hexenyl caproate	2-Nonanone (Methyl heptyl ketone)	Green note
Cocotone 9700 (CO <sub>2</sub> extraction)	cis-3-Hexenyl isovalerate	Nootkatone	Green note
Cocotone 9500 (CO <sub>2</sub> extraction)	cis-3-Hexenyl lactate	Ocimene	Green note
$\delta$ -Decalactone	cis-3-Hexenyl-2-methyl butyrate	$\gamma$ -Octalactone	Green note
$\gamma$ -Decalactone	Ionone $\alpha, \beta$ (60:40)	Octanal (50% and 90%)	Green note
$\gamma$ -Undecalactone (Aldehyde C-14)	Ionone $\alpha$ 50% in alcohol	1- or 3-Octanol	Green note
Decanal (50% and 90%) 48%	Ionone $\beta$ 50% in alcohol	1- or 3-Octyl acetate	Green note
Decanal (Aldehyde C-10)	Isoamyl acetate	1- or 3-Octyl butyrate	Green note
Decanoic acid	Isoamyl alcohol	Octyl isovalerate	Green note
Diacetyl	Isoamyl butyrate	Oleic acid	Malt fortifier type
Dihydro cuminyl aldehyde	Isoamyl caprate	Orange aldehydes	Peach
Dimethyl anthranilate	Isoamyl caproate	Orange carbonyls	Pineapple
2,5-Dimethyl-3-(2H)-furanone (10% and 20%) in alcohol	Isoamyl caprylate	Palmitic acid	Praline
Dimethyl pyrazine	Isoamyl cinnamate	Perilla aldehyde	Raspberry
Dimethyl sulfide	Isoamyl isobutyrate	$\alpha$ -Phellandrene	Strawberry
	Isoamyl isovalerate	Phenyl acetic acid	Tomato
	Isoamyl laurate	Phenyl ethyl alcohol	Tomato
			2000
			4000
			1295
			1800
			3100
			5050
			9000
			3000
			2500
			1026
			1034