

PERFUMER & FLAVORIST

The Creative Perfumery Competition Sponsored by BASF AG

By Stanley Allured, Publisher, *Perfumer & Flavorist*

The First Sponsored Creative Perfumery Competition has been successfully completed with wide international participation and a group of entries that are considered by the distinguished judges to be of real interest and value.

The competition was based on the new aroma chemical "Jasmorange" from BASF AG. Perfumers were invited to create a perfumery specialty base using a minimum of 1% Jasmorange with up to nine additional perfumery materials to create a perfumery accord that would have wide utility in perfume compositions for a wide variety of products.

More than seventy perfumers from thirteen countries entered this first Creative Perfumery Competition. We are very pleased with this large number who took the time and trouble to work with the new aroma chemical, Jasmorange, to create new perfumery bases.

We appreciate the great deal of time that the five preeminent judges contributed to this competition. They are:

Benno Streschnak, Henkel KGaA, Germany
Felix Buccellato, Custom Essence, Inc., USA
William A. Whitehead, The Procter & Gamble Co., USA
A. G. Van Loveren, Takasago Int'l (USA) Inc.
Guy Robert, PFW France.

As every perfumer would expect, with five such experienced and distinguished perfumers as judges, there was a wide variety of opinion on the

individual entries. However, there was unanimous agreement that this competition produced interesting and valuable perfumery ideas.

The actual judging revealed that many approaches were taken to this perfumery problem.

It seemed possible that there might be several groups of entries that were very similar to each other, reflecting a similar approach. This did not happen, as there were nearly as many approaches to the problem as there were entries.

While there was general agreement on the three winning entries, individual judges indicated that several other entries had special value because of their original perfumery ideas, their

unique approach to formulation, and their special utility for certain applications. These are also given in this report.

It is certainly of interest that the entries, including those judged most original and useful, came from countries all over the world. There is clearly no monopoly on perfumery talent in any country or culture.

The first place winner

Montserrat Moline Sala
Lucta SA, Barcelona, Spain

It was described by the judges as "rosy accord with some marine characteristics, slightly Paris-like, very original, well constructed base, good value for money, very good character, unique, good balance."

Jasmorange	80.0
Vertofix coeur	100.0
Lilial	100.0
alpha-Damascone	5.0
Phenylethyl alcohol	200.0
Coriander oil	15.0
Irisantheme	15.0
Hedione	50.0
Galaxolide 50	100.0
Benzyl salicylate	335.0

Biography—a degree in pharmacy followed by one year of practicing pharmacy and taking additional cosmetic courses. Took the examinations for selection and aptitude for the perfumer training school at Lucta SA. After acceptance, spent two years alternating between the creative perfumery laboratory and the study program for perfumer training—a junior perfumer for two years, working on customer and internal briefs, fragrance range extensions, updating old formulas, etc.

The second place winner

William P. Luebke
The Good Scents Company, Oak Creek, Wisconsin

It was described by the judges as "a fresh clean odor in harmony with Jasmorange; it uses some uncommon notes with good stability and is sensibly constructed and should have wide utility."

Jasmorange	136.0
Allo-ocimenol	410.0
Cyclohexyl ethyl alcohol	286.0
cis-3-Hexenyl salicylate	4.0
2-n-Heptyl cyclopentanone	41.0
Phenethyl propionate	82.0
Tetrahydromyrcenol	27.5
Hexyl tiglate	4.0
Hexyl cinnamaldehyde	8.2
2,6,10-Trimethyl undeca-5,9-dienal	1.3

Started collecting natural materials and even some chemicals as a hobby during the 1970s purely out of personal interest on the subject of perfumery. Established The Good Scents Company in 1981 and continued collecting and studying materials and practicing perfumery, primarily as a hobby. Started a commercial business of providing fragrance compositions in 1986.

The third place winner

Shoji Saito

Kao Corporation, Japan

It is described by the judges as "an interesting combination of citrus with wood."

Jasmorange	50.0
Aldehyde C-14 peach	15.0
Hedione	130.0
Trimethyl undecenal	5.0
Vertofix coeur	270.0
Maltol 1% dep	20.0
Coumarin	30.0
Eugenol	30.0
Citral	20.0
Limonene	430.0

A perfumer for five years, at Kao Corporation. He trained at Kao, and now works on bath products, household products, and mens products.

As any perfumer would expect, the five judges certainly did not agree on every aspect of the entries. Three intensive rounds of judging and expressions of opinion led finally to determining the three winners.

However, many other entries were considered excellent and valuable by individual judges, and the details of these additional formulas with the judges' comments are given later in this report.

Finally, the large participation in this competition has led us to plan a continuing series of competitions, each one sponsored by a leading supplier of aroma chemicals. The next one is sponsored by Quantum/Emery, and features the

new aroma chemical "Pseudojasmone." The entry form is included in this issue. If you do not find the form in this issue, contact *Perfumer & Flavorist* directly to receive one.

Created by

K. N. Vasudeva Murthy
Bangalore, India

Biography—Has been associated with M/s Benson Co., agents for Bush Boake Allen in India, for several years learning perfumery materials and training in perfumery—now operating a separate perfumery company "Natadour". Also entered the Creative Perfumery Competition at the International Perfumery Congress in Portugal in 1985.

This accord is well constructed with a unique fruity and fresh character. It is stable and suitable for a wide variety of applications. The use of jasmin and tuberose absolutes could have been avoided but their use does not harm the base in any real way.

Jasmorange	50.0
Fir balsam	50.0
Phenexynol	25.0
Phenyl ethyl alcohol	300.0
Lyral	50.0
Jasmin absolute	1.0
Tube rose absolute	1.0
Hexyl cinnamic aldehyde	75.0
PTBCHA	400.0
Musk ed	50.0

Mosei Toyama
Shiono Koryo Kaisha Ltd., Japan

Spicy floral accord. Some L'Air Du Temps character. May be too spicy, but interesting use of jasmorange.

Jasmorange	40.0
Keton musk	80.0
Piconia	100.0
Eugenol	100.0
Lyral	100.0
Linalool	107.0
Ylang ylang oil No. 1	60.0
Undecylenic aldehyde	10.0
Oncidal, 10% dep	3.0
Phenyl ethyl alcohol	400.0

Biography—Graduated with a science degree in 1947 and joined Shiono Koryo Kaisha Ltd. Spent a year and a half in France as "Boursier de cooperation technique de Gouvernement Francais" and continued training in the laboratory of Mr. Jean Carles of Roure Bertrand Dupont from 1958-1959.

S. Veeraraghavan
Industrial Perfumes Limited,
Bombay, India

Sandal cologne. Rather clean, old fashioned, but interesting use of Jasmorange.

Jasmorange	130.0
Oil bergamot	50.0
Oil petitgrain Paraguay	80.0
Oil galbanum 10%	5.0
Linalool Super	200.0
Linalyl acetate	250.0
Hedione	55.0
Galaxolide	100.0
Tri-decen-2-nitrile 1%	100.0
Sandalore	30.0

Biography—A masters in organic chemistry from Bombay University. Trained at Industrial Perfumes, a TATA enterprise in India, where he has been a perfumer for six years. The training as a perfumer was with perfumers who had themselves learned perfumery in Grasse and Argenteuil, France.

Anna Nagielska
Pollena-Aroma, Poland

Fougere Base, masculine note, may be slightly harsh but it has an interesting freshness.

Jasmorange	100.0
Benzyl acetate	120.0
Benzyl salicylate	180.0
Coumarin	40.0
Citronellol pure ex pinene	150.0
Phenyl ethyl alcohol	150.0
Patchouli Chinese	25.0
Styrallyl acetate	15.0
Linalol synthetic	150.0
Geranium bourbon	70.0

Biography—Received a Master of Science degree in food chemistry which included special study on processing herbs and flavors—joined Pollena-Aroma in 1977 and started training as creative perfumer. Has been working as a senior perfumer since 1984. Presently works as both flavorist and perfumer.

Steven F. Orson
Mane USA

This is a well constructed fresh and clean odor that will exhibit good stability and not introduce problems. This can be used in a wide variety of products and odor types. It is powerful, economical and complements while successfully extending the character of Jasmorange.

Jasmorange	100.0
trans-4-Decenal, 10% dep	10.0
9-Decenol-1 (trepanol, rosalva)	25.0
Dimethyl octanol	75.0
Dihydro myrcenol	225.0
Iso nonyl aldehyde, 1% dep	5.0
Cycaprop/verdyl propionate	100.0
Benzyl salicylate	295.0
Phenyl ethyl alcohol	150.0
Tonalid/fixolide	15.0

Biography—Trained in perfumery at Dragoco USA starting in 1971. For the last three years a senior perfumer at Mane USA.

Koshiro Kanazawa
Shiono Koryo Kaisha, Ltd., Japan

Biography—Joined Shiono Koryo in 1949 concentrating on research in natural flower oils—30 years experience as a perfumer.

A nicely done jasmin-absolute type note, good combination of jasmorange with indole, however the indole may introduce color problems in some products.

Jasmorange	24.0
Indole	22.0
Methyl N-acetylthranilate	11.0
cis-Jasmone	8.0
cis-3-Hexenyl benzoate	8.0
Eugenol	17.0
Linalool	110.0
Methyl dihydrojasmonate	140.0
Benzyl benzoate	240.0
Benzyl acetate	420.0

Jeff Quigg
Compagnie Parento Limited,
Canada

Biography—Received a degree in science and then joined his father's company, Compagnie Parento Ltd. Jack Quigg was the first Canadian member of the American Society of Perfumers. Jeff studied under his father and was accepted as a full member of the Society in 1982. He is currently vice-president of the company and actively involved in perfumery development and sales.

This is a good blend that complements the character and virtue of Jasmorange. It is well constructed and incorporates some unique notes.

Jasmorange	80.0
Hexyl cinnamic aldehyde	30.0
Aldehyde C-14 (gamma-Undelactone)	5.0
Phenyl ethyl acetate	200.0
Ylang ylang No. 2	40.0
Benzyl acetate	250.0
Linalool	80.0
Linalyl acetate	50.0
Orange flower ether	50.0
Cyclamen aldehyde	215.0

Takahiro Hirose
Kao Corporation, Japan

Good balance, good character, useful in toiletries, particularly men's

Jasmorange	100.0
PTBCHA	300.0
Aldehyde C-111 Len	20.0
Styrallyl acetate	50.0
Hexyl cinnamic aldehyde	300.0
Oakmoss absolute 50% dep	50.0
Aldehyde C-14 peach	10.0
Lavender M.B 40/42	100.0
Labdanum resinoid 50% dep	30.0
Ethyl vanillin	3.0

Started training as a flavorist, then changed to perfumery. Trained for five years at Kao Corporation.

Tomohiko Ichikawa
Kao Corporation, Japan

Interesting muguet, maybe not very new but this is an excellent use of Jasmorange and smells very nice.

Jasmorange	30.0
Phenyl ethyl alcohol	30.0
Citronellol	60.0
Geraniol	50.0
Hexyl cinnamic aldehyde	455.0
Hedione	50.0
Indol	3.0
P.E.D. carbinol	30.0
Linalool	50.0
Lyril	242.0

Trained in perfumery at Kao, and has been a perfumer for four years. Working on perfumes for cosmetics.

Steven DeMercado
Takasago USA Inc., Rockleigh, NJ

Trained at Naarden USA for several years, joined Takasago USA in 1981 where this competition work was done. Now at Roure USA.

Excellent accord, interesting fruity character, well balanced and perfect use of Jasmorange, a good variation on an old theme.

Jasmorange	150.0
Amber 1600/2C	28.0
Coumarin	32.0
Hedione	200.0
Lyril	150.0
Veramoss	25.0
Phenyl ethyl alcohol white extra	135.0
Styrallyl acetate	35.0
Styrax oil purified	45.0
Vertofix coeur	200.0