

By Stanley E. Allured, Publisher, *Perfumer & Flavorist*

The second Creative Perfumery Competition produced entries from 18 countries, and an excellent response from perfumers. The competition was based on the use of the aroma chemical Pseudojasmone from Emery Chemicals, to be used at a minimum level of 2.5%.

The judges for this competition were William Whitehead, The Procter & Gamble Company, USA; A. G. Van Loveren, Takasago International, USA; Guy Robert, PFW Fragrances, France; Benno Streschnak, Henkel, Germany; and J. C. Henry, Colgate Palmolive, France.

The success of this second competition proves that the concept of featuring a single new aroma chemical for the purpose of exercising a perfumer's creative potential has both an appeal to perfumers willing to take the time and trouble to work on an independent project, and the utility of providing a

focus for new, experimental perfumery work.

This is the first, and only, place where a perfumer may receive public recognition for creative perfumery talent and accomplishment. This competition gives a perfumer a unique chance to compete on an open basis, and then be able to see and judge the results. The judges certainly did not agree completely on the results, and perfumers obviously will also have their own opinions as to the relative merit of the perfumery compositions included with this report.

As in the first competition, there were several compositions which one or more judges thought of considerable merit in addition to those judged the winners, and these also are included in this report.

A third competition will be announced in a future issue of *Perfumer & Flavorist*.

K. Vijayakumar
VINAROM
Bangalore, INDIA

Green flowery, a bit too much salicylate, interesting because it is so unusual. Unusual twist, well blended, good earthy tones.

Pseudojasmone	25
Lylal	70
Hedione	100
Evernyl	40
Cyclo Hexyl Salicylate	498
Lilial	40
Hexyl Cinn. Aldehyde	200
Ylang Ylang Nossibe	20
Oil Galbanum 10% in DPG	5
Methyl Tuberate 10% in DPG	2

Vijayakumar is currently the Managing Director of M/s. Vinarom Private Limited, a Fragrance and Perfumery Compounds Manufacturing Company, established in 1986, to cater to clients all over India. Vijayakumar previously was associated with M/s. Roure, France and also was trained in perfumery at their School of Perfumery, Grasse, France.

