

## The Future of Perfumery?

The third symposium organized jointly by the British Society of Perfumers and the Society of Cosmetic Chemists of Great Britain on "The Future of Perfumery?" was held April 4-6, 1977, at the Stratford-upon-Avon Hilton Hotel. This was their most successful venture yet and attracted a record attendance for both organizations. Almost 280 delegates attended from France, Germany, Switzerland, the Netherlands, Denmark, Sweden, Bulgaria, Japan, the United States, and Canada as well as the host country, Great Britain. During the two days of sessions the lecture program reviewed past influences and present trends. From these, forecasts were made of possible future developments and of obstacles that may inhibit continuing progress. Titles and synopses (where available) follow.

Alkyl substituted 3-methylcyclohex-2-en-1-ones, B. A. McAndrew.

The versatility of Hagemann's Ester (ethyl 2-methyl-4-oxocyclohex-2-ene-1-carboxylate) as an intermediate in the synthesis of a range of alkylated 3-methylcyclohex-2-en-1-ones has been demonstrated. The effects of the substitution pattern and of the chain length of the alkyl substituent on the odor of these ketones was discussed and some comparisons drawn with their cyclopentenone analogues (dihydrojasmones).

Plant tissue culture as a possible source of essential oils, W. D. Fordham.

A plant tissue culture is defined as a plant tissue which is excised from its natural environment and growing under sterile conditions on an artificial medium, whose cells are capable of division connected with an increase in cell plasma mass. The various types of culture were discussed and a number of secondary metabolites which have been produced from cultures were identified. The problems associated with the practical use of plant tissue cultures by industry were reviewed together with some of the potential advantages such a system would afford.

Perfumery—the future of the entrepreneurial approach, C. Collins.

The necessity of capital to start a perfumery business, and the large attraction perfumery has for big business make it less likely that there will be new entrepreneurs. But the entrepreneurial approach can be continued by the chief

executive. He should recognize the importance of creativity, he should be well educated in the language of perfumery so that he can discuss and suggest to the perfumer. He (rather than a test panel) should decide which fragrance to test against existing successes. When a line is a failure, he should acknowledge and cut it off quickly. Modern techniques and more traditional thinking are required to do battle in the perfumery business.

The use of market research in perfuming, Juanita Byrne-Quinn.

Market research is concerned with consumers and their use of products. Using market research as a method of perfume selection encourages the misconception that the perfume in a product is assessed by consumers distinct from the brand. Rather market research can be used to demonstrate the gap between the image of the brand and the image of the perfumed product. Understanding the role of the perfume in the brand and the way consumers react to the perfuming of a brand will allow perfumers to use market research more effectively.

Research on composition of ancient cosmetics found in Thracian tombs in Bulgaria, Dr. G. D. Zolotovitch.

Practical aspects of safety evaluation, M. A. Cooke.

Increasing awareness of potential hazards to health associated with human exposure to natural and synthetic chemicals has prompted government bodies through their regulatory agencies to study and control these hazards. Experimental data must be carefully studied to consider its relevance to specific human groups. Geographical factors are important in human studies of perfume effects. Dose-effect studies of irritancy and allergenicity, and possible synergistic or antagonistic effects should be considered. Cooperation between regulatory agencies, medical groups, and industry-based bodies should be strengthened, and Codes of Practice with Industry Guidelines such as those produced by the International Fragrance Association (IFRA) should be encouraged.

Expanding the scope of perfumery, S. Jellinek.

New aspects on the solubilization of perfumes in cosmetic solutions and emulsions, Mrs. L. Rydhag.

Behind the future (A Light-Hearted Look at the History of the Fragrance Industry), T. R. Scrutton.

Fragrance selection—present and future, T.S. Massey.

Various methods of panel testing for fragrance selection from a given brief were discussed. An example of selecting a short list of four submissions from a total of 24 was given. Particular emphasis is paid to the selection and testing of candidates for the olfactory panel. The presentation also made some suggestions about fragrance trends.

The future is just around the corner, Y. Tollard d'Audiffret.

The manner in which the research chemist can help the perfumer by scientific studies of the stability of raw materials and finished perfumes was discussed. Specifically the stability of orange, aniseed and lavender essential oils, hydroxycitronellal, and hexylcinnamic aldehyde has been investigated.

In the present climate of industrial dishonesty, should there be a future? Steffen Arctander.

Industrial dishonesty is threatening the future of perfumery. It is estimated that as much as 15% of the purchase price of a fragrance can be to cover the cost of dishonesty within the company. In particular, the transfer of an original fragrance from one company to another, the copying of a competitor's product via chemical analysis and the adulteration of raw materials are widespread. The law as it stands at present is not able to deal with the situation.

The future of perfumery in Japan, Y. Miya.

The biology of perfumes—past and future, Professor F. J. G. Ebling.

Scent was not invented by man, but evolved by animals. Odor is used for sex attraction, the demarcation of territory, the establishment of position in a social hierarchy, and for group or individual recognition. It is produced by skin glands in association with hair follicles, similar to the sebaceous and axillary glands of man. Human odor, in spite of the social taboo which disguises the fact, carries similar undertones of function. The musk constituents of perfumery are the products of male animals and women are more perceptive to them than men. It seems unlikely, therefore, that they are used by women purely to please the opposite sex. Perfumes play a part in group and individual identity.

The changing image of fragrance, Amelia Bassin.

Opportunities and Threats in the Fragrance Industry, G. E. Waldvogel.

One of the principal roles of the fragrance industry is to ensure continued creativity in the context of increasing legislative control in con-

sumer goods marketing. The opportunities remain considerable because of the still rising consumer response to odor and olfactory sensations, whereas other attributes in consumer goods marketing are more likely to approach the threshold of saturation. However, in order to fulfill its function, the fragrance industry must maintain and develop its potential variety of ingredients—natural and synthetic—necessary for creative work. Major developments in the fields of consumer protection, cosmetic legislation, occupational health and safety, and environmental control were reviewed where they affect the fragrance industry. No specific legislation concerning fragrances has yet been enacted. Despite certain publications that affirm the contrary, the overall safety record for fragrances in use remains reassuring. The scientific objectives and organization of the International Fragrance Association (IFRA), the Research Institute for Fragrance Materials (RIFM), and the Code of Good Manufacturing Practice were discussed.

Thomas Lombardi, president of the American Society of Perfumers, extended fraternal greetings to symposium delegates on behalf of his members. He also proposed a future joint meeting between the British and American Societies.

To conclude the proceedings, the Certificate of Honorary Membership of the Japan Flavor and Fragrance Manufacturers Association was presented by N. Moriyama (left) to the British Society of Perfumers. David Cartwright accepted the Certificate on behalf of the BSP.

Enjoying the Shakespeare dinner are (from right to left) A. Wuertz-Field (vice president, BSP), N. McConkey (immediate past president, BSP), K. V. Curry, (vice president, SCC-GB), Mrs. Curry, D. F. Williams (president, SCC-GB), Mrs. Cartwright, D. Cartwright (president, BSP), Y. Miya, A. Bassin, T. Lombardi (president, ASP), Mrs. Lombardi, and N. Moriyama.

All delegates enjoyed a lively social program culminating in the Shakespeare Dinner on Tuesday evening, 5th April at which Elizabethan serving wenches waited upon the guests whilst Minstrels played and sung for their delight. The presidents of both Societies, Mr. Cartwright for the BSP and David F. Williams

for the SCC of Great Britain, spoke warmly of the harmonious relations existing between their two groups. They paid tribute to the excellent organisation of the Symposium by the two Hon. Organisers—Dr. Fred Brown (SCC) and Tony Wuertz-Field (BSP) and thanked all delegates for their attendance.

## News

### IFEAT Organized

An international organization has been founded in London to deal with the world-wide essential oils trade called "International Federation of Essential Oils & Allied Trades". This new organization is directed by the joint chairmen, Ronald Neal (Managing Director of the Fuerst Day Lawson Group) and Peter Wells (Managing Director of A. E. Wells Co., Ltd).

The purposes of IFEAT are to protect and promote the international trade in essential oils, particularly with reference to developing agreed terms of business and facilities for the settlement of international disputes.

Both Mr. Neal and Mr. Wells will be in attendance at the 7th International Congress of Essential Oils in Kyoto, Japan for the purpose of explaining the need for this international federation. All interested persons in the trade are urged to contact them for further information and to indicate their support.

### FDA Reports

A proposal has been published by the Food and Drug Administration to affirm as generally recognized as safe (GRAS) propylene glycol and propylene glycol monostearate as

food ingredients. Propylene glycol may be used in foods at levels not exceeding good manufacturing practices, which are recognized at 5% for alcoholic beverages, 24% for confections and frostings, 16% for seasonings and flavorings, and up to 1% for general food uses. Both products are to meet the specifications of the food chemicals code.

### Dauphin

The Manufacture de Produits Chimiques du Dauphin has been purchased by Produits Chimiques Auxiliaires et de Synthèse. The Dauphin plant at Bourgoin-Jallieu, which ceased its production last year, has again begun manufacturing various aroma chemicals, including derivatives of turpentine. PCAS will resume production in this Dauphin plant to provide an even greater range of perfume and aroma chemicals of all types.

Customers may again communicate with the Dauphin organization at Bourgoin-Jallieu with head office telex 690250 F and the factory telex 300326 F.

**Publishers Note:** We placed several samples of materials into special packets in our issue of December/January 1977, and found that the readers of this magazine considered

these material samples to be an interesting and valuable addition to the editorial content of this magazine. We hope to build expanded use of these material inserts into the editorial and advertising pages of this publication. We also found that the following two points need to be brought to the attention of all subscribers.

1. These packets are to be used, that is, opened and smelled, as a part of the reading and studying of the magazine and are not to be left in. They will definitely damage library copies if they are not removed promptly by the subscriber. We do not expect the life of a packet to be longer than about three months.

2. An easy way to smell the contents of the packet is to push a pin through one side close to the end, as illustrated. The desired amount of material can then be squeezed out and put on a wide aerosol type blotter for smelling. The packet can be placed upright into a small jar or holder for temporary storage.

