

## The Fragrance Development Program

Understanding the process and methods used in fragrance development and key success factors of an efficient and favorable process.

The course is taught by industry experts, with practice exercises and smelling throughout.

**This is a three to six hour course depending on class size.**

### *Profiles:*

Professionals exposed to olfactive evaluation who are interested in deepening their understanding of fragrance development and improving their skills in managing the entire process.

Can be taught to perfumery creation houses (evaluation, marketing, sales) or brands (product development, R&D, brand teams).

### *Objectives:*

- Gain full understanding of the conceptual and olfactive potential of a brand
- Optimize briefings to perfumers
- Use fragrance evaluation as a key tool for better communication and more efficient team work

### *Program:*

#### **Brand, Concept and Fragrances:**

Definition of the conceptual and olfactive territories of a brand and analysis of its potential evolution

#### **Fragrance Briefings:**

Optimize your briefing to perfumers by developing an olfactive strategy consistent with the brand and concept

#### **Fragrance Creation: Exploring Creativity**

Capitalizing on existing creative approaches  
Working on emotions and intuition

#### **Fragrance Evaluation Process:**

Study of the 5 indexes and 1 key factor  
The index rating method  
Practice olfactive evaluation

### *Tools:*

- 1 Olfactorium
- 1 Workbook