

Fragranced Product Development Workshop

Fragranced Product Development

Including:

- The art & science of perfumery
- Fragrance messages
- Perfume creation practical
- Technical & regulatory implications

About the Trainer

Penny Williams is a Creative Perfumer and fragrance expert with 30 years' experience in the business. Penny is a full member of the SIPC: International Society of Perfumer-Creators and of the BSP: British Society of Perfumers. Penny is also deputy chairperson on the Technical Advisory Group of IFRA UK (the International Fragrance Association), and a member of the IFRA Global GHS taskforce.



Orchadia

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Design Compelling Fragranced Products

Come along to our workshop to smell and discover more about perfume and fragranced products.

With lots of practical smelling and real-world examples of perfumery ingredients and fragranced products, we will explore perfume and all it entails.

We will examine the role of fragrance in a product. Then consider how scent can communicate values, personality and reinforce benefits, and the links with the overall product position.

In addition, we will visit the technical & regulatory implications for different product types so negative impacts can be avoided.

We will also undertake a fragrance creation exercise.

Training Objectives

Understand the unique nature of the sense of smell and the power of fragrance in product communication.

Appreciate the technical, regulatory and creative challenges of scenting different product types.

Insight into the fragrance creation process and tools to obtain and assess the benefits for your products.

Key Details

Training Day

Wednesday 12th June 2019

9.30 for 10am start | 4pm finish

Lunch and refreshments included

Location

Colworth Park | Bedfordshire | UK | MK44 1LZ

Cost

£300 + VAT per person.

(Early bird discount 10% available until 30th April)

Booking

To request a place please email hannahp@orchadia.org



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