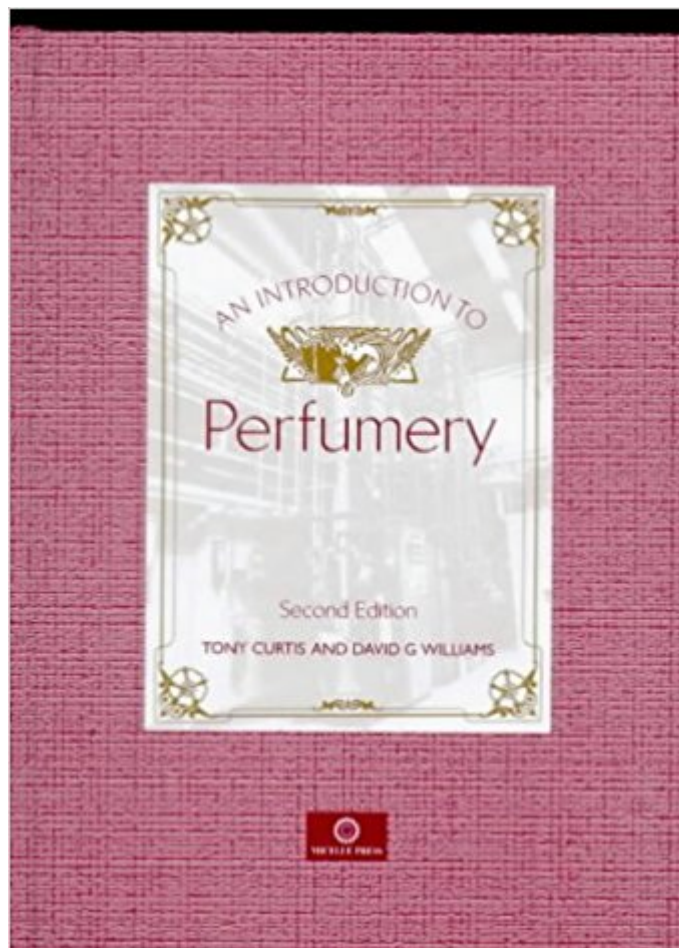


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Introduction To Perfumery



Synopsis

Intended as a first year text, no prior knowledge of perfumery is assumed, and the authors provide integrated coverage of topics from raw materials to supermarket shelves, from science to creation and through to marketing and business policy. The power of fragrances to communicate is strongly emphasized and an explicit framework of vocabulary provided. Detailed discussion is included of the new product development process and the central role of the perfume brief. For this edition, all chapters have been revised and the book is intended for any writer or researcher wishing to consider any issues relating to fragranced products.

Book Information

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This new work will provide professionals with all the information they need regarding perfumery, including creative perfumery, fragrance technology and marketing and business issues. For professionals in the fields of perfumery, technology, fashion and marketing, and all those working in the 'aroma' trades, including raw materials, product manufacture, distribution, scientific, technical, creative, marketing and production) including manufacturers of chemicals, essential oils and aromatic extracts, cosmetic manufactures and those involved in cosmetic materials (including colors, oils, fats, waxes, surfactants, etc) and fragranced products. --This text refers to an out of print or unavailable edition of this title.

Bought it as a gift. It was the hit of the holiday!

This is a wonderful book for anyone looking for the technical side of perfumery along with monographs of aromatic chemicals.

This book provides the reader with in depth information on business and building accords but it goes much further in the perfumery process. It helps to introduce the perfumer to a common odor vocabulary as well as helping to identify and study the different fragrance families. It also covers the concepts of fragrance chemistry in detail. It also has monographs on different aroma chemicals which is nice but rather outdated to today's modern materials. There is quite a bit about marketing that includes the structure of perfumery houses as well as matching fragrance to products all of which can be beneficial regardless of your choice of employment. Both authors, Tony Curtis and David Williams are known and respected in the field of perfumery and both are authors of several other books. An Introduction to Perfumery is also used in the education classes offered by the International Federation of Essential Oils and Aroma Trades, class information can be found at [...] All in all this is a serious book that will help the novice perfumer learning how to make things work without having to enroll in a formal class situation. While it does not provide the reader with specific perfume formulas it does provide for numerous single note accords that can be worked out and modified as the perfumer designs. It is beneficial when wanting to learn more about essential oils, aroma chemicals, blending, and the business end of perfumery. One of the few books out there today that actually helps in education instead of just offering opinions. I would give this book a five star but some of the ingredients studied are a bit out dated for today's formulations.

This book is very famous and effective book for perfumery industries

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